

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT					
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
<b>Total</b>	<b>300</b>	<b>152</b>	<b>60</b>	<b>88</b>	<b>256</b>	<b>44</b>	<b>32</b>	<b>12</b>	<b>131</b>	<b>129</b>	<b>2</b>	<b>147</b>	<b>142</b>	<b>5</b>	<b>22</b>
<b>DEFINITELY VOTING</b>	<b>85.3%</b>	<b>84.9%</b>	<b>90.0%</b>	<b>83.0%</b>	<b>100.0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>92.4%</b>	<b>92.2%</b>	<b>100.0%</b>	<b>83.0%</b>	<b>83.8%</b>	<b>60.0%</b>	<b>59.1%</b>
<b>LIKELY VOTING</b>	<b>14.7%</b>	<b>15.1%</b>	<b>10.0%</b>	<b>17.0%</b>	<b>-</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>7.6%</b>	<b>7.8%</b>	<b>-</b>	<b>17.0%</b>	<b>16.2%</b>	<b>40.0%</b>	<b>40.9%</b>
<b>Very Likely</b>	<b>10.7%</b>	<b>11.2%</b>	<b>6.7%</b>	<b>12.5%</b>	<b>-</b>	<b>72.7%</b>	<b>100.0%</b>	<b>-</b>	<b>6.1%</b>	<b>6.2%</b>	<b>-</b>	<b>13.6%</b>	<b>12.7%</b>	<b>40.0%</b>	<b>18.2%</b>
<b>Somewhat Likely</b>	<b>4.0%</b>	<b>3.9%</b>	<b>3.3%</b>	<b>4.5%</b>	<b>-</b>	<b>27.3%</b>	<b>-</b>	<b>100.0%</b>	<b>1.5%</b>	<b>1.6%</b>	<b>-</b>	<b>3.4%</b>	<b>3.5%</b>	<b>-</b>	<b>22.7%</b>

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BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
<b>Total</b>	<b>300</b>	<b>104</b>	<b>43</b>	<b>75</b>	<b>78</b>	<b>20</b>	<b>19</b>	<b>79</b>	<b>182</b>	<b>43</b>	<b>19</b>	<b>89</b>	<b>149</b>	<b>77</b>	<b>50</b>	<b>60</b>	<b>113</b>	<b>7</b>	<b>4</b>	<b>32</b>	<b>117</b>
<b>DEFINITELY VOTING</b>	<b>85.3%</b>	<b>89.4%</b>	<b>95.3%</b>	<b>77.3%</b>	<b>82.1%</b>	<b>90.0%</b>	<b>89.5%</b>	<b>86.1%</b>	<b>84.1%</b>	<b>93.0%</b>	<b>94.7%</b>	<b>88.8%</b>	<b>79.9%</b>	<b>83.1%</b>	<b>94.0%</b>	<b>88.3%</b>	<b>81.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>96.9%</b>	<b>87.2%</b>
<b>LIKELY VOTING</b>	<b>14.7%</b>	<b>10.6%</b>	<b>4.7%</b>	<b>22.7%</b>	<b>17.9%</b>	<b>10.0%</b>	<b>10.5%</b>	<b>13.9%</b>	<b>15.9%</b>	<b>7.0%</b>	<b>5.3%</b>	<b>11.2%</b>	<b>20.1%</b>	<b>16.9%</b>	<b>6.0%</b>	<b>11.7%</b>	<b>18.6%</b>	<b>-</b>	<b>-</b>	<b>3.1%</b>	<b>12.8%</b>
<b>Very Likely</b>	<b>10.7%</b>	<b>7.7%</b>	<b>4.7%</b>	<b>14.7%</b>	<b>14.1%</b>	<b>10.0%</b>	<b>5.3%</b>	<b>10.1%</b>	<b>11.5%</b>	<b>7.0%</b>	<b>5.3%</b>	<b>9.0%</b>	<b>13.4%</b>	<b>11.7%</b>	<b>6.0%</b>	<b>6.7%</b>	<b>14.2%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>9.4%</b>
<b>Somewhat Likely</b>	<b>4.0%</b>	<b>2.9%</b>	<b>-</b>	<b>8.0%</b>	<b>3.8%</b>	<b>-</b>	<b>5.3%</b>	<b>3.8%</b>	<b>4.4%</b>	<b>-</b>	<b>-</b>	<b>2.2%</b>	<b>6.7%</b>	<b>5.2%</b>	<b>-</b>	<b>5.0%</b>	<b>4.4%</b>	<b>-</b>	<b>-</b>	<b>3.1%</b>	<b>3.4%</b>

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BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
DEFINITELY VOTING	85.3%	77.8%	100.0%	92.9%	92.2%	92.9%	83.3%	79.7%	86.1%	72.7%	94.1%	60.0%	89.9%	90.4%	66.7%	85.0%	84.8%	100.0%	57.1%
LIKELY VOTING	14.7%	22.2%	-	7.1%	7.8%	7.1%	16.7%	20.3%	13.9%	27.3%	5.9%	40.0%	10.1%	9.6%	33.3%	15.0%	15.2%	-	42.9%
Very Likely	10.7%	22.2%	-	7.1%	7.0%	6.1%	14.6%	12.7%	8.3%	27.3%	5.9%	20.0%	7.9%	8.1%	-	11.4%	11.6%	-	23.8%
Somewhat Likely	4.0%	-	-	-	0.8%	1.0%	2.1%	7.6%	5.6%	-	-	20.0%	2.2%	1.5%	33.3%	3.6%	3.6%	-	19.0%

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BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS			
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16			
DEFINITELY VOTING	85.3%	88.1%	88.3%	83.3%	86.0%	85.5%	100.0%	71.4%	90.5%	90.8%	93.7%	50.0%	83.3%	82.9%	100.0%	83.3%	75.7%	97.2%	90.2%	80.6%	62.5%			
LIKELY VOTING	14.7%	11.9%	11.7%	16.7%	14.0%	14.5%	-	28.6%	9.5%	9.2%	6.3%	50.0%	16.7%	17.1%	-	16.7%	24.3%	2.8%	9.8%	19.4%	37.5%			
Very Likely	10.7%	8.6%	9.0%	-	11.4%	11.8%	-	17.1%	7.1%	6.7%	5.4%	25.0%	12.5%	12.8%	-	12.5%	16.2%	2.8%	7.1%	12.9%	25.0%			
Somewhat Likely	4.0%	3.3%	2.8%	16.7%	2.6%	2.7%	-	11.4%	2.4%	2.5%	0.9%	25.0%	4.2%	4.3%	-	4.2%	8.1%	-	2.7%	6.5%	12.5%			

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BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
DEFINITELY VOTING	85.3%	83.4%	90.5%	84.3%	87.7%	85.1%	85.6%	87.6%	82.9%	83.5%	89.1%	86.7%	90.3%	84.5%	90.3%	89.1%	81.4%	88.2%	90.7%	75.0%	100.0%
LIKELY VOTING	14.7%	16.6%	9.5%	15.7%	12.3%	14.9%	14.4%	12.4%	17.1%	16.5%	10.9%	13.3%	9.7%	15.5%	9.7%	10.9%	18.6%	11.8%	9.3%	25.0%	-
Very Likely	10.7%	11.7%	6.8%	11.3%	9.2%	9.7%	11.3%	9.4%	14.6%	12.1%	6.9%	8.4%	9.7%	10.9%	9.7%	8.7%	13.6%	7.4%	3.7%	25.0%	-
Somewhat Likely	4.0%	4.9%	2.7%	4.3%	3.1%	5.1%	3.1%	3.0%	2.4%	4.4%	4.0%	4.8%	-	4.5%	-	2.2%	5.0%	4.4%	5.6%	-	-

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BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
DEFINITELY VOTING	85.3%	90.0%	82.5%	94.3%	88.5%	80.7%	81.8%	88.8%	81.4%	91.3%	91.7%	82.3%	81.8%	100.0%	81.9%	73.3%
LIKELY VOTING	14.7%	10.0%	17.5%	5.7%	11.5%	19.3%	18.2%	11.2%	18.6%	8.7%	8.3%	17.7%	18.2%	-	18.1%	26.7%
Very Likely	10.7%	10.0%	14.0%	5.7%	7.7%	13.3%	9.1%	8.8%	11.6%	4.3%	8.3%	13.5%	13.6%	-	13.8%	20.0%
Somewhat Likely	4.0%	-	3.5%	-	3.8%	6.0%	9.1%	2.5%	7.0%	4.3%	-	4.2%	4.5%	-	4.3%	6.7%

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BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY						WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
DEFINITELY VOTING	85.3%	90.2%	84.6%	83.3%	81.2%	85.7%	80.0%	89.2%	85.9%	92.0%	87.5%	87.1%	78.1%	92.2%	81.4%	82.1%	86.7%	87.9%	79.2%	89.6%
LIKELY VOTING	14.7%	9.8%	15.4%	16.7%	18.8%	14.3%	20.0%	10.8%	14.1%	8.0%	12.5%	12.9%	21.9%	7.8%	18.6%	17.9%	13.3%	12.1%	20.8%	10.4%
Very Likely	10.7%	8.2%	11.5%	13.3%	14.6%	11.9%	13.3%	7.9%	7.8%	8.0%	-	12.9%	15.6%	7.8%	13.6%	10.7%	8.0%	9.1%	12.5%	7.5%
Somewhat Likely	4.0%	1.6%	3.8%	3.3%	4.2%	2.4%	6.7%	2.9%	6.2%	-	12.5%	-	6.2%	-	5.1%	7.1%	5.3%	3.0%	8.3%	2.8%

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BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
DEFINITELY VOTING	85.3%	80.7%	80.6%	90.6%	80.0%	78.8%	90.9%	90.8%	81.5%	100.0%	80.6%	86.4%	90.1%	80.2%	93.3%	81.0%	88.0%	79.3%	93.6%	79.0%
LIKELY VOTING	14.7%	19.3%	19.4%	9.4%	20.0%	21.2%	9.1%	9.2%	18.5%	-	19.4%	13.6%	9.9%	19.8%	6.7%	19.0%	12.0%	20.7%	6.4%	21.0%
Very Likely	10.7%	15.8%	13.9%	6.2%	16.4%	15.2%	4.5%	5.8%	14.6%	-	13.4%	10.1%	5.9%	16.5%	5.0%	17.5%	6.5%	15.5%	4.3%	14.5%
Somewhat Likely	4.0%	3.5%	5.6%	3.1%	3.6%	6.1%	4.5%	3.3%	4.0%	-	6.0%	3.5%	3.9%	3.3%	1.7%	1.6%	5.4%	5.2%	2.1%	6.5%



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BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
DEFINITELY VOTING	85.3%	84.5%	81.4%	82.7%	78.8%	90.3%	78.6%	92.2%	78.0%	88.6%	78.9%	90.2%	79.2%	90.5%	78.1%	88.2%	76.5%	83.4%	88.5%	85.5%	90.0%	
LIKELY VOTING	14.7%	15.5%	18.6%	17.3%	21.2%	9.7%	21.4%	7.8%	22.0%	11.4%	21.1%	9.8%	20.8%	9.5%	21.9%	11.8%	23.5%	16.6%	11.5%	14.5%	10.0%	
Very Likely	10.7%	8.6%	18.6%	9.6%	21.2%	6.0%	16.7%	7.8%	18.0%	4.3%	15.8%	5.4%	15.1%	7.1%	17.8%	8.8%	19.1%	12.3%	8.5%	13.0%	8.3%	
Somewhat Likely	4.0%	6.9%	-	7.7%	-	3.7%	4.8%	-	4.0%	7.1%	5.3%	4.3%	5.7%	2.4%	4.1%	2.9%	4.4%	4.3%	3.1%	1.4%	1.7%	

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BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
DEFINITELY VOTING	85.3%	81.9%	87.1%	87.1%	87.5%	79.5%	90.0%	78.3%	88.6%	86.0%	84.8%	90.5%	85.5%	82.2%	84.3%	88.4%	85.7%	80.5%	84.0%	76.7%	83.1%
LIKELY VOTING	14.7%	18.1%	12.9%	12.9%	12.5%	20.5%	10.0%	21.7%	11.4%	14.0%	15.2%	9.5%	14.5%	17.8%	15.7%	11.6%	14.3%	19.5%	16.0%	23.3%	16.9%
Very Likely	10.7%	11.7%	8.6%	8.2%	8.8%	16.7%	8.0%	17.4%	9.1%	10.3%	10.9%	9.5%	12.7%	11.0%	9.6%	8.4%	9.5%	14.6%	12.0%	16.7%	12.7%
Somewhat Likely	4.0%	6.4%	4.3%	4.7%	3.8%	3.8%	2.0%	4.3%	2.3%	3.7%	4.3%	-	1.8%	6.8%	6.0%	3.2%	4.8%	4.9%	4.0%	6.7%	4.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	MALE		FEMALE		WHITE		NON-WHITE		AFRICAN-AMER.	
										PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
DEFINITELY VOTING	85.3%	87.6%	86.7%	93.8%	85.3%	83.8%	92.5%	84.0%	78.9%	88.3%	86.0%	87.0%	82.3%	90.9%	84.5%	81.6%	83.1%	79.5%	81.7%
LIKELY VOTING	14.7%	12.4%	13.3%	6.2%	14.7%	16.2%	7.5%	16.0%	21.1%	11.7%	14.0%	13.0%	17.7%	9.1%	15.5%	18.4%	16.9%	20.5%	18.3%
Very Likely	10.7%	9.5%	10.0%	6.2%	10.7%	11.8%	7.5%	16.0%	12.7%	10.0%	14.0%	9.1%	10.1%	8.0%	9.9%	12.2%	13.8%	12.8%	15.0%
Somewhat Likely	4.0%	2.9%	3.3%	-	4.0%	4.4%	-	-	8.5%	1.7%	-	3.9%	7.6%	1.1%	5.6%	6.1%	3.1%	7.7%	3.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other			
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
DEFINITELY VOTING	85.3%	87.6%	83.1%	81.7%	100.0%	50.0%	100.0%	89.2%	86.2%	83.7%	100.0%	100.0%	100.0%	86.3%	80.6%	80.3%	100.0%	-	100.0%		
LIKELY VOTING	14.7%	12.4%	16.9%	18.3%	-	50.0%	-	10.8%	13.8%	16.3%	-	-	-	13.7%	19.4%	19.7%	-	100.0%	-		
Very Likely	10.7%	8.3%	13.1%	13.9%	-	50.0%	-	9.5%	12.1%	14.3%	-	-	-	7.4%	13.9%	13.6%	-	100.0%	-		
Somewhat Likely	4.0%	4.1%	3.8%	4.3%	-	-	-	1.4%	1.7%	2.0%	-	-	-	6.3%	5.6%	6.1%	-	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
DEFINITELY VOTING	85.3%	68.8%	87.2%	85.1%	88.4%	88.2%	78.9%	87.3%	82.1%	88.3%	84.1%	88.2%	87.1%	88.0%	89.6%	85.9%	89.9%	81.2%
LIKELY VOTING	14.7%	31.2%	12.8%	14.9%	11.6%	11.8%	21.1%	12.7%	17.9%	11.7%	15.9%	11.8%	12.9%	12.0%	10.4%	14.1%	10.1%	18.8%
Very Likely	10.7%	18.8%	7.7%	10.8%	8.7%	10.6%	12.7%	10.1%	11.7%	9.7%	10.7%	10.6%	9.7%	11.0%	9.0%	12.5%	9.1%	15.6%
Somewhat Likely	4.0%	12.5%	5.1%	4.1%	2.9%	1.2%	8.5%	2.6%	6.2%	1.9%	5.1%	1.2%	3.2%	1.0%	1.5%	1.6%	1.0%	3.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
DEFINITELY VOTING	85.3%	72.5%	86.7%	75.6%	90.0%	79.1%	92.5%	87.9%	83.3%	87.0%	84.0%	85.0%	75.0%	71.4%	84.4%	88.2%	90.6%
LIKELY VOTING	14.7%	27.5%	13.3%	24.4%	10.0%	20.9%	7.5%	12.1%	16.7%	13.0%	16.0%	15.0%	25.0%	28.6%	15.6%	11.8%	9.4%
Very Likely	10.7%	15.0%	9.4%	14.1%	7.8%	12.2%	7.5%	10.6%	10.7%	10.0%	11.0%	11.0%	9.4%	19.0%	15.6%	11.8%	7.5%
Somewhat Likely	4.0%	12.5%	3.9%	10.3%	2.2%	8.7%	-	1.5%	6.0%	3.0%	5.0%	4.0%	15.6%	9.5%	-	-	1.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

1. How likely is it you will vote in this year's November general elections for US Senate, Congress and State Legislature? Would you say you are definitely going to vote, very likely to vote, somewhat likely to vote or not likely at all? If you are not registered to vote in North Carolina, just say so.

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
DEFINITELY VOTING	85.3%	78.4%	83.6%	90.6%	100.0%	88.6%	78.6%	95.8%	95.0%	100.0%	100.0%	93.3%	100.0%	92.3%
LIKELY VOTING	14.7%	21.6%	16.4%	9.4%	-	11.4%	21.4%	4.2%	5.0%	-	-	6.7%	-	7.7%
Very Likely	10.7%	13.8%	12.7%	7.8%	-	11.4%	14.3%	4.2%	5.0%	-	-	-	-	-
Somewhat Likely	4.0%	7.8%	3.6%	1.6%	-	-	7.1%	-	-	-	-	6.7%	-	7.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
REPUBLICAN CANDIDATE	43.7%	42.8%	36.7%	50.0%	47.3%	22.7%	25.0%	16.7%	100.0%	100.0%	100.0%	-	-	-	-
Vote	43.0%	42.8%	33.3%	50.0%	46.5%	22.7%	25.0%	16.7%	98.5%	100.0%	-	-	-	-	-
Lean	0.7%	-	3.3%	-	0.8%	-	-	-	1.5%	-	100.0%	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	49.3%	56.7%	43.2%	47.7%	56.8%	62.5%	41.7%	-	-	-	100.0%	100.0%	100.0%	-
Vote	47.3%	47.4%	55.0%	42.0%	46.5%	52.3%	56.2%	41.7%	-	-	-	96.6%	100.0%	-	-
Lean	1.7%	2.0%	1.7%	1.1%	1.2%	4.5%	6.2%	-	-	-	-	3.4%	-	100.0%	-
FIRM UNDECIDED	7.3%	7.9%	6.7%	6.8%	5.1%	20.5%	12.5%	41.7%	-	-	-	-	-	-	100.0%
Net Diff.	-5.3%	-6.6%	-20.0%	6.8%	-0.4%	-34.1%	-37.5%	-25.0%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
REPUBLICAN CANDIDATE	43.7%	69.2%	18.6%	34.7%	32.1%	35.0%	42.1%	51.9%	41.2%	83.7%	21.1%	43.8%	34.9%	15.6%	78.0%	43.3%	47.8%	71.4%	75.0%	43.8%	47.9%
Vote	43.0%	69.2%	16.3%	34.7%	30.8%	35.0%	36.8%	51.9%	40.7%	83.7%	15.8%	43.8%	34.2%	14.3%	78.0%	43.3%	46.9%	71.4%	50.0%	40.6%	47.0%
Lean	0.7%	-	2.3%	-	1.3%	-	5.3%	-	0.5%	-	5.3%	-	0.7%	1.3%	-	-	0.9%	-	25.0%	3.1%	0.9%
DEMOCRATIC CANDIDATE	49.0%	27.9%	74.4%	54.7%	57.7%	60.0%	57.9%	40.5%	50.5%	16.3%	78.9%	48.3%	55.0%	77.9%	16.0%	50.0%	43.4%	28.6%	25.0%	53.1%	46.2%
Vote	47.3%	27.9%	72.1%	50.7%	56.4%	60.0%	57.9%	38.0%	48.9%	16.3%	78.9%	47.2%	52.3%	77.9%	12.0%	48.3%	41.6%	28.6%	25.0%	53.1%	44.4%
Lean	1.7%	-	2.3%	4.0%	1.3%	-	-	2.5%	1.6%	-	-	1.1%	2.7%	-	4.0%	1.7%	1.8%	-	-	-	1.7%
FIRM UNDECIDED	7.3%	2.9%	7.0%	10.7%	10.3%	5.0%	-	7.6%	8.2%	-	-	7.9%	10.1%	6.5%	6.0%	6.7%	8.8%	-	-	3.1%	6.0%
Net Diff.	-5.3%	41.3%	-55.8%	-20.0%	-25.6%	-25.0%	-15.8%	11.4%	-9.3%	67.4%	-57.9%	-4.5%	-20.1%	-62.3%	62.0%	-6.7%	4.4%	42.9%	50.0%	-9.4%	1.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
REPUBLICAN CANDIDATE	43.7%	66.7%	66.7%	66.7%	51.6%	72.7%	8.3%	48.1%	25.0%	9.1%	11.8%	50.0%	92.8%	92.6%	100.0%	0.7%	0.7%	-	4.8%
Vote	43.0%	66.7%	66.7%	64.3%	50.8%	72.7%	6.2%	48.1%	25.0%	9.1%	11.8%	40.0%	91.4%	91.2%	100.0%	0.7%	0.7%	-	4.8%
Lean	0.7%	-	-	2.4%	0.8%	-	2.1%	-	-	-	-	10.0%	1.4%	1.5%	-	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	33.3%	33.3%	33.3%	44.5%	21.2%	81.2%	45.6%	69.4%	90.9%	76.5%	30.0%	3.6%	3.7%	-	95.0%	95.7%	50.0%	42.9%
Vote	47.3%	33.3%	33.3%	33.3%	43.8%	20.2%	81.2%	44.3%	63.9%	81.8%	76.5%	30.0%	3.6%	3.7%	-	91.4%	92.0%	50.0%	42.9%
Lean	1.7%	-	-	-	0.8%	1.0%	-	1.3%	5.6%	9.1%	-	-	-	-	-	3.6%	3.6%	-	-
FIRM UNDECIDED	7.3%	-	-	-	3.9%	6.1%	10.4%	6.3%	5.6%	-	11.8%	20.0%	3.6%	3.7%	-	4.3%	3.6%	50.0%	52.4%
Net Diff.	-5.3%	33.3%	33.3%	33.3%	7.0%	51.5%	-72.9%	2.5%	-44.4%	-81.8%	-64.7%	20.0%	89.2%	89.0%	100.0%	-94.3%	-94.9%	-50.0%	-38.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 4

	TOTAL	STATE SENATE BALLOT						HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER				VOTE AND		VOTE AND		UNDE- CIDED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16	
REPUBLICAN CANDIDATE	43.7%	80.8%	82.1%	50.0%	4.4%	4.5%	-	11.4%	85.7%	95.8%	97.3%	75.0%	0.8%	0.9%	-	25.0%	27.0%	97.2%	97.3%	25.8%	-	
Vote	43.0%	80.1%	81.4%	50.0%	3.5%	3.6%	-	11.4%	85.7%	95.8%	97.3%	75.0%	0.8%	0.9%	-	20.8%	24.3%	97.2%	97.3%	22.6%	-	
Lean	0.7%	0.7%	0.7%	-	0.9%	0.9%	-	-	-	-	-	-	-	-	-	4.2%	2.7%	-	-	3.2%	-	
DEMOCRATIC CANDIDATE	49.0%	15.2%	14.5%	33.3%	93.9%	93.6%	100.0%	48.6%	11.9%	2.5%	1.8%	12.5%	94.2%	94.0%	100.0%	66.7%	40.5%	2.8%	1.8%	61.3%	50.0%	
Vote	47.3%	15.2%	14.5%	33.3%	90.4%	90.9%	75.0%	45.7%	11.9%	2.5%	1.8%	12.5%	94.2%	94.0%	100.0%	45.8%	40.5%	2.8%	1.8%	61.3%	50.0%	
Lean	1.7%	-	-	-	3.5%	2.7%	25.0%	2.9%	-	-	-	-	-	-	-	20.8%	-	-	-	-	-	
FIRM UNDECIDED	7.3%	4.0%	3.4%	16.7%	1.8%	1.8%	-	40.0%	2.4%	1.7%	0.9%	12.5%	5.0%	5.1%	-	8.3%	32.4%	-	0.9%	12.9%	50.0%	
Net Diff.	-5.3%	65.6%	67.6%	16.7%	-89.5%	-89.1%	-100%	-37.1%	73.8%	93.3%	95.5%	62.5%	-93.3%	-93.2%	-100%	-41.7%	-13.5%	94.4%	95.5%	-35.5%	-50.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 5

	TOTAL																REGISTERED PARTY				
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
REPUBLICAN CANDIDATE	43.7%	36.1%	56.8%	37.4%	47.7%	50.3%	30.9%	49.1%	26.8%	23.1%	76.2%	80.7%	61.3%	41.1%	61.3%	93.5%	7.1%	51.5%	51.9%	41.7%	100.0%
Vote	43.0%	35.6%	55.4%	36.5%	47.7%	50.3%	29.9%	48.7%	26.8%	22.5%	75.2%	80.7%	58.1%	40.8%	58.1%	92.4%	6.4%	51.5%	51.9%	41.7%	100.0%
Lean	0.7%	0.5%	1.4%	0.9%	-	-	1.0%	0.4%	-	0.5%	1.0%	-	3.2%	0.4%	3.2%	1.1%	0.7%	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	55.6%	39.2%	57.4%	43.1%	42.9%	60.8%	43.6%	70.7%	68.7%	18.8%	14.5%	29.0%	51.7%	29.0%	3.3%	87.1%	32.4%	33.3%	33.3%	-
Vote	47.3%	53.2%	39.2%	53.9%	42.3%	40.6%	59.8%	42.3%	65.9%	66.5%	18.8%	13.3%	29.0%	49.8%	29.0%	3.3%	85.7%	27.9%	31.5%	16.7%	-
Lean	1.7%	2.4%	-	3.5%	0.8%	2.3%	1.0%	1.3%	4.9%	2.2%	-	1.2%	-	1.9%	-	-	1.4%	4.4%	1.9%	16.7%	-
FIRM UNDECIDED	7.3%	8.3%	4.1%	5.2%	9.2%	6.9%	8.2%	7.3%	2.4%	8.2%	5.0%	4.8%	9.7%	7.2%	9.7%	3.3%	5.7%	16.2%	14.8%	25.0%	-
Net Diff.	-5.3%	-19.5%	17.6%	-20.0%	4.6%	7.4%	-29.9%	5.6%	-43.9%	-45.6%	57.4%	66.3%	32.3%	-10.6%	32.3%	90.2%	-80.0%	19.1%	18.5%	8.3%	100.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
REPUBLICAN CANDIDATE	43.7%	92.5%	5.3%	68.6%	94.2%	8.4%	33.3%	93.8%	14.0%	63.0%	91.7%	4.2%	27.3%	83.3%	4.3%	6.7%
Vote	43.0%	92.5%	5.3%	68.6%	92.3%	7.2%	33.3%	92.5%	11.6%	63.0%	91.7%	4.2%	27.3%	83.3%	4.3%	6.7%
Lean	0.7%	-	-	-	1.9%	1.2%	-	1.2%	2.3%	-	-	-	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	5.0%	84.2%	20.0%	1.9%	89.2%	45.5%	3.8%	76.7%	28.3%	-	91.7%	40.9%	-	91.5%	53.3%
Vote	47.3%	5.0%	84.2%	17.1%	1.9%	86.7%	39.4%	3.8%	72.1%	23.9%	-	91.7%	36.4%	-	91.5%	46.7%
Lean	1.7%	-	-	2.9%	-	2.4%	6.1%	-	4.7%	4.3%	-	-	4.5%	-	-	6.7%
FIRM UNDECIDED	7.3%	2.5%	10.5%	11.4%	3.8%	2.4%	21.2%	2.5%	9.3%	8.7%	8.3%	4.2%	31.8%	16.7%	4.3%	40.0%
Net Diff.	-5.3%	87.5%	-78.9%	48.6%	92.3%	-80.7%	-12.1%	90.0%	-62.8%	34.8%	91.7%	-87.5%	-13.6%	83.3%	-87.2%	-46.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE			IDEOLOGY: WHITE			
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
REPUBLICAN CANDIDATE	43.7%	95.1%	92.3%	3.3%	4.2%	2.4%	15.0%	81.3%	68.8%	92.0%	50.0%	-	12.5%	89.1%	5.1%	17.9%	74.7%	9.1%	25.0%	90.6%
Vote	43.0%	95.1%	92.3%	2.2%	2.1%	2.4%	15.0%	81.3%	68.8%	92.0%	50.0%	-	12.5%	89.1%	3.4%	17.9%	74.7%	6.1%	25.0%	90.6%
Lean	0.7%	-	-	1.1%	2.1%	-	-	-	-	-	-	-	-	-	1.7%	-	-	3.0%	-	-
DEMOCRATIC CANDIDATE	49.0%	3.3%	3.8%	94.4%	93.8%	95.2%	63.3%	14.4%	21.9%	8.0%	37.5%	100.0%	59.4%	9.4%	91.5%	67.9%	18.7%	87.9%	54.2%	6.6%
Vote	47.3%	3.3%	3.8%	91.1%	91.7%	90.5%	61.7%	13.7%	20.3%	8.0%	25.0%	96.8%	59.4%	9.4%	88.1%	64.3%	17.3%	81.8%	50.0%	5.7%
Lean	1.7%	-	-	3.3%	2.1%	4.8%	1.7%	0.7%	1.6%	-	12.5%	3.2%	-	-	3.4%	3.6%	1.3%	6.1%	4.2%	0.9%
FIRM UNDECIDED	7.3%	1.6%	3.8%	2.2%	2.1%	2.4%	21.7%	4.3%	9.4%	-	12.5%	-	28.1%	1.6%	3.4%	14.3%	6.7%	3.0%	20.8%	2.8%
Net Diff.	-5.3%	91.8%	88.5%	-91.1%	-89.6%	-92.9%	-48.3%	66.9%	46.9%	84.0%	12.5%	-100%	-46.9%	79.7%	-86.4%	-50.0%	56.0%	-78.8%	-29.2%	84.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
REPUBLICAN CANDIDATE	43.7%	-	8.3%	53.1%	-	3.0%	36.4%	95.0%	2.6%	30.0%	40.3%	44.7%	58.6%	24.0%	68.3%	27.0%	52.2%	20.7%	81.9%	37.1%
Vote	43.0%	-	8.3%	53.1%	-	3.0%	36.4%	95.0%	2.6%	30.0%	40.3%	43.9%	57.2%	24.0%	68.3%	27.0%	50.0%	20.7%	79.8%	37.1%
Lean	0.7%	-	-	-	-	-	-	-	-	-	-	0.9%	1.3%	-	-	-	2.2%	-	2.1%	-
DEMOCRATIC CANDIDATE	49.0%	98.2%	69.4%	37.5%	98.2%	72.7%	54.5%	2.5%	88.1%	60.0%	52.2%	48.2%	35.5%	66.1%	26.7%	60.3%	41.3%	72.4%	13.8%	53.2%
Vote	47.3%	96.5%	69.4%	37.5%	96.4%	72.7%	54.5%	2.5%	86.8%	40.0%	49.3%	46.9%	34.9%	62.8%	26.7%	58.7%	40.2%	67.2%	12.8%	48.4%
Lean	1.7%	1.8%	-	-	1.8%	-	-	-	1.3%	20.0%	3.0%	1.3%	0.7%	3.3%	-	1.6%	1.1%	5.2%	1.1%	4.8%
FIRM UNDECIDED	7.3%	1.8%	22.2%	9.4%	1.8%	24.2%	9.1%	2.5%	9.3%	10.0%	7.5%	7.0%	5.9%	9.9%	5.0%	12.7%	6.5%	6.9%	4.3%	9.7%
Net Diff.	-5.3%	-98.2%	-61.1%	15.6%	-98.2%	-69.7%	-18.2%	92.5%	-85.4%	-30.0%	-11.9%	-3.5%	23.0%	-42.1%	41.7%	-33.3%	10.9%	-51.7%	68.1%	-16.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 9

	TOTAL	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
REPUBLICAN CANDIDATE	43.7%	20.7%	10.2%	13.5%	3.8%	55.2%	23.8%	60.9%	22.0%	50.0%	25.0%	67.4%	49.1%	28.6%	5.5%	17.6%	1.5%	44.2%	42.3%	44.9%	50.0%
Vote	43.0%	20.7%	10.2%	13.5%	3.8%	54.5%	23.0%	60.9%	22.0%	48.6%	23.7%	66.3%	47.2%	28.6%	5.5%	17.6%	1.5%	43.6%	42.3%	44.9%	50.0%
Lean	0.7%	-	-	-	-	0.7%	0.8%	-	-	1.4%	1.3%	1.1%	1.9%	-	-	-	-	0.6%	-	-	-
DEMOCRATIC CANDIDATE	49.0%	70.7%	79.7%	78.8%	84.6%	38.8%	68.3%	34.4%	66.0%	42.9%	69.7%	28.3%	43.4%	61.9%	86.3%	73.5%	89.7%	50.3%	48.5%	47.8%	40.0%
Vote	47.3%	70.7%	78.0%	78.8%	82.7%	36.6%	66.7%	34.4%	64.0%	38.6%	68.4%	25.0%	41.5%	61.9%	84.9%	73.5%	88.2%	47.2%	48.5%	46.4%	40.0%
Lean	1.7%	-	1.7%	-	1.9%	2.2%	1.6%	-	2.0%	4.3%	1.3%	3.3%	1.9%	-	1.4%	-	1.5%	3.1%	-	1.4%	-
FIRM UNDECIDED	7.3%	8.6%	10.2%	7.7%	11.5%	6.0%	7.9%	4.7%	12.0%	7.1%	5.3%	4.3%	7.5%	9.5%	8.2%	8.8%	8.8%	5.5%	9.2%	7.2%	10.0%
Net Diff.	-5.3%	-50.0%	-69.5%	-65.4%	-80.8%	16.4%	-44.4%	26.6%	-44.0%	7.1%	-44.7%	39.1%	5.7%	-33.3%	-80.8%	-55.9%	-88.2%	-6.1%	-6.2%	-2.9%	10.0%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
REPUBLICAN CANDIDATE	43.7%	43.6%	35.7%	70.6%	57.5%	15.4%	18.0%	7.2%	11.4%	72.1%	15.2%	74.6%	16.4%	69.9%	14.5%	88.4%	27.0%	34.1%	5.3%	16.7%	2.8%
Vote	43.0%	42.6%	35.7%	69.4%	57.5%	15.4%	18.0%	7.2%	11.4%	71.3%	14.5%	74.6%	16.4%	68.5%	13.3%	87.4%	25.4%	34.1%	5.3%	16.7%	2.8%
Lean	0.7%	1.1%	-	1.2%	-	-	-	-	-	0.7%	0.7%	-	-	1.4%	1.2%	1.1%	1.6%	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	52.1%	55.7%	25.9%	33.8%	76.9%	72.0%	84.1%	79.5%	20.6%	78.3%	17.5%	76.4%	23.3%	79.5%	6.3%	66.7%	53.7%	88.0%	70.0%	90.1%
Vote	47.3%	47.9%	55.7%	21.2%	33.8%	75.6%	72.0%	82.6%	79.5%	20.6%	74.6%	17.5%	74.5%	23.3%	74.7%	6.3%	60.3%	53.7%	86.7%	70.0%	88.7%
Lean	1.7%	4.3%	-	4.7%	-	1.3%	-	1.4%	-	-	3.6%	-	1.8%	-	4.8%	-	6.3%	-	1.3%	-	1.4%
FIRM UNDECIDED	7.3%	4.3%	8.6%	3.5%	8.8%	7.7%	10.0%	8.7%	9.1%	7.4%	6.5%	7.9%	7.3%	6.8%	6.0%	5.3%	6.3%	12.2%	6.7%	13.3%	7.0%
Net Diff.	-5.3%	-8.5%	-20.0%	44.7%	23.8%	-61.5%	-54.0%	-76.8%	-68.2%	51.5%	-63.0%	57.1%	-60.0%	46.6%	-65.1%	82.1%	-39.7%	-19.5%	-82.7%	-53.3%	-87.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
REPUBLICAN CANDIDATE	43.7%	70.1%	73.3%	75.0%	66.7%	16.9%	40.0%	8.0%	7.0%	71.7%	24.6%	68.8%	11.4%	93.2%	26.8%	28.6%	6.2%	15.4%	1.7%
Vote	43.0%	69.3%	73.3%	71.9%	66.7%	16.9%	40.0%	8.0%	7.0%	71.7%	24.6%	67.5%	11.4%	92.0%	26.8%	28.6%	6.2%	15.4%	1.7%
Lean	0.7%	0.7%	-	3.1%	-	-	-	-	-	-	-	1.3%	-	1.1%	-	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	24.1%	20.0%	21.9%	26.7%	75.0%	57.5%	80.0%	83.1%	20.0%	68.4%	27.3%	79.7%	3.4%	64.8%	61.2%	86.2%	74.4%	90.0%
Vote	47.3%	24.1%	20.0%	21.9%	26.7%	71.3%	52.5%	72.0%	81.7%	20.0%	66.7%	27.3%	74.7%	3.4%	59.2%	61.2%	84.6%	74.4%	88.3%
Lean	1.7%	-	-	-	-	3.7%	5.0%	8.0%	1.4%	-	1.8%	-	5.1%	-	5.6%	-	1.5%	-	1.7%
FIRM UNDECIDED	7.3%	5.8%	6.7%	3.1%	6.7%	8.1%	2.5%	12.0%	9.9%	8.3%	7.0%	3.9%	8.9%	3.4%	8.5%	10.2%	7.7%	10.3%	8.3%
Net Diff.	-5.3%	46.0%	53.3%	53.1%	40.0%	-58.1%	-17.5%	-72.0%	-76.1%	51.7%	-43.9%	41.6%	-68.4%	89.8%	-38.0%	-32.7%	-80.0%	-59.0%	-88.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
REPUBLICAN CANDIDATE	43.7%	65.1%	16.2%	8.7%	71.4%	50.0%	83.3%	71.6%	19.0%	8.2%	80.0%	-	100.0%	60.0%	13.9%	9.1%	50.0%	100.0%	66.7%
Vote	43.0%	63.9%	16.2%	8.7%	71.4%	50.0%	83.3%	71.6%	19.0%	8.2%	80.0%	-	100.0%	57.9%	13.9%	9.1%	50.0%	100.0%	66.7%
Lean	0.7%	1.2%	-	-	-	-	-	-	-	-	-	-	-	2.1%	-	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	29.0%	74.6%	81.7%	28.6%	50.0%	-	23.0%	69.0%	77.6%	20.0%	100.0%	-	33.7%	79.2%	84.8%	50.0%	-	-
Vote	47.3%	26.6%	73.8%	80.9%	28.6%	50.0%	-	21.6%	69.0%	77.6%	20.0%	100.0%	-	30.5%	77.8%	83.3%	50.0%	-	-
Lean	1.7%	2.4%	0.8%	0.9%	-	-	-	1.4%	-	-	-	-	-	3.2%	1.4%	1.5%	-	-	-
FIRM UNDECIDED	7.3%	5.9%	9.2%	9.6%	-	-	16.7%	5.4%	12.1%	14.3%	-	-	-	6.3%	6.9%	6.1%	-	-	33.3%
Net Diff.	-5.3%	36.1%	-58.5%	-73.0%	42.9%	-	83.3%	48.6%	-50.0%	-69.4%	60.0%	-100%	100.0%	26.3%	-65.3%	-75.8%	-	100.0%	66.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
REPUBLICAN CANDIDATE	43.7%	37.5%	41.0%	33.8%	47.8%	51.8%	39.4%	44.7%	36.6%	50.0%	40.2%	51.8%	54.8%	46.0%	49.3%	46.9%	46.5%	53.1%
Vote	43.0%	37.5%	41.0%	32.4%	47.8%	50.6%	39.4%	43.9%	35.9%	49.4%	39.7%	50.6%	54.8%	46.0%	49.3%	46.9%	46.5%	53.1%
Lean	0.7%	-	-	1.4%	-	1.2%	-	0.9%	0.7%	0.6%	0.5%	1.2%	-	-	-	-	-	-
DEMOCRATIC CANDIDATE	49.0%	53.1%	53.8%	56.8%	39.1%	47.1%	53.5%	47.8%	55.2%	43.5%	50.0%	47.1%	35.5%	46.0%	41.8%	45.3%	42.4%	46.9%
Vote	47.3%	43.8%	53.8%	55.4%	37.7%	47.1%	49.3%	46.9%	52.4%	42.9%	47.7%	47.1%	32.3%	46.0%	40.3%	45.3%	41.4%	46.9%
Lean	1.7%	9.4%	-	1.4%	1.4%	-	4.2%	0.9%	2.8%	0.6%	2.3%	-	3.2%	-	1.5%	-	1.0%	-
FIRM UNDECIDED	7.3%	9.4%	5.1%	9.5%	13.0%	1.2%	7.0%	7.5%	8.3%	6.5%	9.8%	1.2%	9.7%	8.0%	9.0%	7.8%	11.1%	-
Net Diff.	-5.3%	-15.6%	-12.8%	-23.0%	8.7%	4.7%	-14.1%	-3.1%	-18.6%	6.5%	-9.8%	4.7%	19.4%	-	7.5%	1.6%	4.0%	6.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
REPUBLICAN CANDIDATE	43.7%	27.5%	43.8%	25.6%	52.2%	34.8%	50.9%	48.5%	39.9%	47.0%	42.0%	42.0%	21.9%	31.0%	50.0%	64.7%	45.6%
Vote	43.0%	27.5%	42.2%	24.4%	51.1%	33.9%	49.1%	48.5%	38.7%	45.0%	42.0%	42.0%	21.9%	31.0%	50.0%	64.7%	44.4%
Lean	0.7%	-	1.6%	1.3%	1.1%	0.9%	1.9%	-	1.2%	2.0%	-	-	-	-	-	-	1.2%
DEMOCRATIC CANDIDATE	49.0%	67.5%	49.2%	66.7%	42.2%	56.5%	47.2%	43.2%	53.6%	51.0%	49.0%	47.0%	62.5%	59.5%	43.8%	35.3%	47.5%
Vote	47.3%	62.5%	47.7%	62.8%	41.1%	53.0%	47.2%	42.4%	51.2%	50.0%	46.0%	46.0%	59.4%	54.8%	43.8%	35.3%	46.2%
Lean	1.7%	5.0%	1.6%	3.8%	1.1%	3.5%	-	0.8%	2.4%	1.0%	3.0%	1.0%	3.1%	4.8%	-	-	1.2%
FIRM UNDECIDED	7.3%	5.0%	7.0%	7.7%	5.6%	8.7%	1.9%	8.3%	6.5%	2.0%	9.0%	11.0%	15.6%	9.5%	6.2%	-	6.9%
Net Diff.	-5.3%	-40.0%	-5.5%	-41.0%	10.0%	-21.7%	3.8%	5.3%	-13.7%	-4.0%	-7.0%	-5.0%	-40.6%	-28.6%	6.2%	29.4%	-1.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

2. If the general election for State House in Raleigh were held today, for whom would you vote?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
REPUBLICAN CANDIDATE	43.7%	37.9%	47.3%	42.2%	46.7%	57.1%	42.9%	79.2%	90.0%	25.0%	-	26.7%	50.0%	23.1%	
Vote	43.0%	37.9%	43.6%	42.2%	46.7%	57.1%	42.9%	79.2%	90.0%	25.0%	-	26.7%	50.0%	23.1%	
Lean	0.7%	-	3.6%	-	-	-	-	-	-	-	-	-	-	-	
DEMOCRATIC CANDIDATE	49.0%	51.7%	47.3%	51.6%	46.7%	40.0%	32.1%	16.7%	10.0%	50.0%	-	60.0%	50.0%	61.5%	
Vote	47.3%	49.1%	45.5%	50.0%	46.7%	40.0%	21.4%	16.7%	10.0%	50.0%	-	60.0%	50.0%	61.5%	
Lean	1.7%	2.6%	1.8%	1.6%	-	-	10.7%	-	-	-	-	-	-	-	
FIRM UNDECIDED	7.3%	10.3%	5.5%	6.2%	6.7%	2.9%	25.0%	4.2%	-	25.0%	100.0%	13.3%	-	15.4%	
Net Diff.	-5.3%	-13.8%	-	-9.4%	-	17.1%	10.7%	62.5%	80.0%	-25.0%	-	-33.3%	-	-38.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
FAVORABLE	34.7%	29.6%	28.3%	47.7%	36.3%	25.0%	25.0%	25.0%	55.0%	55.8%	-	19.7%	20.4%	-	13.6%
UNFAVORABLE	14.3%	13.2%	20.0%	12.5%	16.0%	4.5%	6.2%	-	6.1%	5.4%	50.0%	21.8%	21.8%	20.0%	13.6%
NO OPINION	25.0%	30.3%	23.3%	17.0%	22.7%	38.6%	34.4%	50.0%	19.8%	20.2%	-	27.9%	26.8%	60.0%	36.4%
NEVER HEARD OF	26.0%	27.0%	28.3%	22.7%	25.0%	31.8%	34.4%	25.0%	19.1%	18.6%	50.0%	30.6%	31.0%	20.0%	36.4%
Net Diff.	20.3%	16.4%	8.3%	35.2%	20.3%	20.5%	18.8%	25.0%	48.9%	50.4%	-50.0%	-2.0%	-1.4%	-20.0%	-
Mean	2.13	1.99	2.07	2.40	2.18	1.80	1.86	1.67	2.43	2.44	2.00	1.88	1.91	1.25	1.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE BOTH	UNFAVORABLE BOTH	OPINION BOTH	HEARD OF BOTH	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
FAVORABLE	34.7%	100.0%	-	-	-	35.0%	57.9%	29.1%	34.6%	74.4%	15.8%	30.3%	28.2%	29.9%	76.0%	18.3%	28.3%	100.0%	-	56.2%	35.0%
UNFAVORABLE	14.3%	-	100.0%	-	-	50.0%	21.1%	12.7%	10.4%	7.0%	57.9%	14.6%	10.7%	29.9%	14.0%	8.3%	7.1%	-	100.0%	43.8%	20.5%
NO OPINION	25.0%	-	-	100.0%	-	15.0%	21.1%	57.0%	12.6%	9.3%	21.1%	47.2%	16.8%	26.0%	8.0%	61.7%	12.4%	-	-	-	44.4%
NEVER HEARD OF	26.0%	-	-	-	100.0%	-	-	1.3%	42.3%	9.3%	5.3%	7.9%	44.3%	14.3%	2.0%	11.7%	52.2%	-	-	-	-
Net Diff.	20.3%	100.0%	-100%	-	-	-15.0%	36.8%	16.5%	24.2%	67.4%	-42.1%	15.7%	17.4%	-	62.0%	10.0%	21.2%	100.0%	-100%	12.5%	14.5%
Mean	2.13	3.00	2.00	1.00	-	2.20	2.37	1.72	2.38	2.72	1.94	1.82	2.20	2.05	2.69	1.51	2.33	3.00	2.00	2.56	1.91



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES								U.S. SENATE BALLOT					
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
FAVORABLE	34.7%	66.7%	33.3%	64.3%	39.1%	47.5%	20.8%	40.5%	30.6%	9.1%	11.8%	10.0%	53.2%	52.2%	100.0%	20.0%	20.3%	-	9.5%
UNFAVORABLE	14.3%	-	66.7%	26.2%	18.0%	9.1%	22.9%	8.9%	25.0%	9.1%	29.4%	10.0%	6.5%	6.6%	-	24.3%	23.9%	50.0%	-
NO OPINION	25.0%	22.2%	-	7.1%	37.5%	20.2%	22.9%	26.6%	22.2%	36.4%	35.3%	50.0%	20.9%	21.3%	-	27.1%	27.5%	-	38.1%
NEVER HEARD OF	26.0%	11.1%	-	2.4%	5.5%	23.2%	33.3%	24.1%	22.2%	45.5%	23.5%	30.0%	19.4%	19.9%	-	28.6%	28.3%	50.0%	52.4%
Net Diff.	20.3%	66.7%	-33.3%	38.1%	21.1%	38.4%	-2.1%	31.6%	5.6%	-	-17.6%	-	46.8%	45.6%	100.0%	-4.3%	-3.6%	-50.0%	9.5%
Mean	2.13	2.50	2.33	2.59	2.02	2.36	1.97	2.18	2.11	1.50	1.69	1.43	2.40	2.39	3.00	1.90	1.90	2.00	1.40

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
FAVORABLE	34.7%	55.6%	57.2%	16.7%	15.8%	15.5%	25.0%	5.7%	100.0%	57.1%	57.7%	50.0%	20.8%	21.4%	-	8.3%	24.3%	80.6%	60.7%	45.2%	6.2%		
UNFAVORABLE	14.3%	4.6%	4.1%	16.7%	28.1%	29.1%	-	11.4%	-	5.9%	6.3%	-	24.2%	24.8%	-	25.0%	2.7%	5.6%	2.7%	6.5%	-		
NO OPINION	25.0%	20.5%	20.7%	16.7%	28.1%	26.4%	75.0%	34.3%	-	20.2%	19.8%	25.0%	26.7%	25.6%	66.7%	41.7%	24.3%	8.3%	19.6%	22.6%	25.0%		
NEVER HEARD OF	26.0%	19.2%	17.9%	50.0%	28.1%	29.1%	-	48.6%	-	16.8%	16.2%	25.0%	28.3%	28.2%	33.3%	25.0%	48.6%	5.6%	17.0%	25.8%	68.8%		
Net Diff.	20.3%	51.0%	53.1%	-	-12.3%	-13.6%	25.0%	-5.7%	100.0%	51.3%	51.4%	50.0%	-3.3%	-3.4%	-	-16.7%	21.6%	75.0%	58.0%	38.7%	6.2%		
Mean	2.13	2.43	2.45	2.00	1.83	1.85	1.50	1.44	3.00	2.44	2.45	2.33	1.92	1.94	1.00	1.56	2.00	2.76	2.49	2.30	1.40		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
FAVORABLE	34.7%	32.2%	45.9%	33.9%	40.0%	36.0%	35.1%	37.6%	31.7%	28.0%	45.5%	48.2%	38.7%	34.3%	38.7%	50.0%	24.3%	35.3%	35.2%	33.3%	50.0%
UNFAVORABLE	14.3%	17.6%	8.1%	19.1%	11.5%	13.7%	19.6%	13.7%	12.2%	15.9%	13.9%	13.3%	9.7%	15.1%	9.7%	4.3%	19.3%	17.6%	18.5%	16.7%	-
NO OPINION	25.0%	25.9%	21.6%	21.7%	24.6%	21.1%	28.9%	23.9%	29.3%	26.9%	21.8%	22.9%	19.4%	25.7%	19.4%	23.9%	25.0%	26.5%	25.9%	25.0%	50.0%
NEVER HEARD OF	26.0%	24.4%	24.3%	25.2%	23.8%	29.1%	16.5%	24.8%	26.8%	29.1%	18.8%	15.7%	32.3%	24.9%	32.3%	21.7%	31.4%	20.6%	20.4%	25.0%	-
Net Diff.	20.3%	14.6%	37.8%	14.8%	28.5%	22.3%	15.5%	23.9%	19.5%	12.1%	31.7%	34.9%	29.0%	19.2%	29.0%	45.7%	5.0%	17.6%	16.7%	16.7%	50.0%
Mean	2.13	2.08	2.32	2.16	2.20	2.21	2.07	2.18	2.03	2.02	2.29	2.30	2.29	2.12	2.29	2.33	1.99	2.11	2.12	2.11	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
FAVORABLE	34.7%	45.0%	17.5%	42.9%	53.8%	28.9%	27.3%	52.5%	34.9%	41.3%	33.3%	19.8%	22.7%	16.7%	19.1%	20.0%
UNFAVORABLE	14.3%	5.0%	21.1%	14.3%	3.8%	18.1%	21.2%	3.8%	25.6%	15.2%	8.3%	16.7%	22.7%	16.7%	16.0%	26.7%
NO OPINION	25.0%	22.5%	24.6%	20.0%	25.0%	25.3%	33.3%	23.8%	18.6%	23.9%	25.0%	27.1%	31.8%	33.3%	27.7%	20.0%
NEVER HEARD OF	26.0%	27.5%	36.8%	22.9%	17.3%	27.7%	18.2%	20.0%	20.9%	19.6%	33.3%	36.5%	22.7%	33.3%	37.2%	33.3%
Net Diff.	20.3%	40.0%	-3.5%	28.6%	50.0%	10.8%	6.1%	48.8%	9.3%	26.1%	25.0%	3.1%	-	-	3.2%	-6.7%
Mean	2.13	2.31	1.89	2.30	2.35	2.05	1.93	2.36	2.21	2.22	2.12	1.89	1.88	1.75	1.86	2.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 7

	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
	TRUMP	TRADIT	LIB-	Very	Some-	MOD-	CONSER	Some-	Very	DEMO-	LIB-	MOD-	CONSER	LIB-	MOD-	CONSER	LIB-	MOD-	CONSER	
TOTAL	SUPPOR	-IONAL	ERAL		what	ERATE	VATIVE	what		CRATS	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	
	-TER	REPUB.																		
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
FAVORABLE	34.7%	50.8%	46.2%	15.6%	10.4%	21.4%	31.7%	49.6%	43.8%	54.7%	75.0%	16.1%	28.1%	45.3%	15.3%	35.7%	53.3%	12.1%	45.8%	56.6%
UNFAVORABLE	14.3%	6.6%	-	25.6%	29.2%	21.4%	21.7%	5.0%	4.7%	5.3%	-	29.0%	21.9%	4.7%	23.7%	21.4%	5.3%	36.4%	20.8%	3.8%
NO OPINION	25.0%	21.3%	30.8%	26.7%	20.8%	33.3%	18.3%	24.5%	25.0%	24.0%	25.0%	22.6%	9.4%	25.0%	28.8%	28.6%	24.0%	27.3%	8.3%	22.6%
NEVER HEARD OF	26.0%	21.3%	23.1%	32.2%	39.6%	23.8%	28.3%	20.9%	26.6%	16.0%	-	32.3%	40.6%	25.0%	32.2%	14.3%	17.3%	24.2%	25.0%	17.0%
Net Diff.	20.3%	44.3%	46.2%	-10.0%	-18.8%	-	10.0%	44.6%	39.1%	49.3%	75.0%	-12.9%	6.2%	40.6%	-8.5%	14.3%	48.0%	-24.2%	25.0%	52.8%
Mean	2.13	2.38	2.20	1.84	1.83	1.84	2.19	2.32	2.26	2.37	2.50	1.90	2.32	2.27	1.80	2.08	2.35	1.80	2.50	2.41

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
FAVORABLE	34.7%	17.5%	22.2%	28.1%	16.4%	18.2%	27.3%	55.0%	19.9%	30.0%	31.3%	35.5%	45.4%	24.0%	36.7%	30.2%	51.1%	17.2%	57.4%	29.0%
UNFAVORABLE	14.3%	19.3%	22.2%	9.4%	18.2%	24.2%	9.1%	5.8%	21.9%	10.0%	17.9%	13.6%	10.5%	20.7%	8.3%	22.2%	12.0%	19.0%	8.5%	19.4%
NO OPINION	25.0%	26.3%	25.0%	28.1%	27.3%	24.2%	22.7%	22.5%	25.8%	50.0%	26.9%	24.1%	23.0%	24.0%	25.0%	17.5%	21.7%	31.0%	19.1%	25.8%
NEVER HEARD OF	26.0%	36.8%	30.6%	34.4%	38.2%	33.3%	40.9%	16.7%	32.5%	10.0%	23.9%	26.8%	21.1%	31.4%	30.0%	30.2%	15.2%	32.8%	14.9%	25.8%
Net Diff.	20.3%	-1.8%	-	18.8%	-1.8%	-6.1%	18.2%	49.2%	-2.0%	20.0%	13.4%	21.9%	34.9%	3.3%	28.3%	7.9%	39.1%	-1.7%	48.9%	9.7%
Mean	2.13	1.86	1.96	2.00	1.82	1.91	2.08	2.39	1.91	1.78	2.06	2.16	2.28	2.00	2.17	2.18	2.35	1.79	2.45	2.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
FAVORABLE	34.7%	25.9%	18.6%	23.1%	15.4%	40.3%	23.8%	42.2%	14.0%	38.6%	30.3%	46.7%	34.0%	26.2%	16.4%	26.5%	11.8%	33.1%	37.7%	26.1%	40.0%
UNFAVORABLE	14.3%	13.8%	22.0%	13.5%	23.1%	14.2%	15.9%	10.9%	20.0%	17.1%	13.2%	16.3%	9.4%	9.5%	20.5%	8.8%	20.6%	10.4%	19.2%	15.9%	13.3%
NO OPINION	25.0%	29.3%	22.0%	30.8%	19.2%	26.9%	23.0%	28.1%	14.0%	25.7%	28.9%	23.9%	20.8%	33.3%	24.7%	29.4%	26.5%	26.4%	22.3%	23.2%	21.7%
NEVER HEARD OF	26.0%	31.0%	37.3%	32.7%	42.3%	18.7%	37.3%	18.8%	52.0%	18.6%	27.6%	13.0%	35.8%	31.0%	38.4%	35.3%	41.2%	30.1%	20.8%	34.8%	25.0%
Net Diff.	20.3%	12.1%	-3.4%	9.6%	-7.7%	26.1%	7.9%	31.2%	-6.0%	21.4%	17.1%	30.4%	24.5%	16.7%	-4.1%	17.6%	-8.8%	22.7%	18.5%	10.1%	26.7%
Mean	2.13	1.95	1.95	1.89	1.93	2.17	2.01	2.17	2.00	2.16	2.02	2.26	2.21	1.90	1.87	1.95	1.75	2.10	2.19	2.04	2.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
FAVORABLE	34.7%	38.3%	35.7%	45.9%	45.0%	19.2%	26.0%	17.4%	22.7%	49.3%	23.2%	47.6%	20.0%	50.7%	25.3%	60.0%	27.0%	24.4%	20.0%	20.0%	18.3%
UNFAVORABLE	14.3%	6.4%	24.3%	9.4%	15.0%	11.5%	26.0%	11.6%	27.3%	8.1%	21.0%	11.1%	21.8%	5.5%	20.5%	6.3%	22.2%	12.2%	20.0%	10.0%	21.1%
NO OPINION	25.0%	28.7%	22.9%	25.9%	18.8%	26.9%	28.0%	26.1%	27.3%	20.6%	27.5%	20.6%	20.0%	20.5%	32.5%	15.8%	30.2%	31.7%	25.3%	33.3%	23.9%
NEVER HEARD OF	26.0%	26.6%	17.1%	18.8%	21.2%	42.3%	20.0%	44.9%	22.7%	22.1%	28.3%	20.6%	38.2%	23.3%	21.7%	17.9%	20.6%	31.7%	34.7%	36.7%	36.6%
Net Diff.	20.3%	31.9%	11.4%	36.5%	30.0%	7.7%	-	5.8%	-4.5%	41.2%	2.2%	36.5%	-1.8%	45.2%	4.8%	53.7%	4.8%	12.2%	-	10.0%	-2.8%
Mean	2.13	2.13	2.16	2.25	2.33	1.87	1.98	1.84	1.94	2.37	1.94	2.34	2.00	2.39	1.91	2.54	1.96	1.89	1.92	1.79	1.91



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 11

	POSITION ON ABORTION										POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
FAVORABLE	34.7%	49.6%	56.7%	34.4%	53.3%	22.1%	27.5%	16.0%	21.1%	45.0%	22.8%	53.2%	21.5%	61.4%	25.4%	28.6%	18.5%	28.2%	15.0%	
UNFAVORABLE	14.3%	8.0%	10.0%	12.5%	5.3%	22.1%	20.0%	20.0%	23.9%	8.3%	24.6%	7.8%	20.3%	8.0%	19.7%	8.2%	24.6%	5.1%	26.7%	
NO OPINION	25.0%	22.6%	16.7%	31.2%	21.3%	24.3%	25.0%	36.0%	19.7%	25.0%	14.0%	20.8%	31.6%	19.3%	26.8%	28.6%	21.5%	28.2%	20.0%	
NEVER HEARD OF	26.0%	19.7%	16.7%	21.9%	20.0%	31.6%	27.5%	28.0%	35.2%	21.7%	38.6%	18.2%	26.6%	11.4%	28.2%	34.7%	35.4%	38.5%	38.3%	
Net Diff.	20.3%	41.6%	46.7%	21.9%	48.0%	-	7.5%	-4.0%	-2.8%	36.7%	-1.8%	45.5%	1.3%	53.4%	5.6%	20.4%	-6.2%	23.1%	-11.7%	
Mean	2.13	2.34	2.48	2.04	2.40	1.97	2.03	1.72	2.02	2.26	2.14	2.40	1.86	2.47	1.98	2.00	1.95	2.00	1.92	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
FAVORABLE	34.7%	45.0%	21.5%	19.1%	42.9%	50.0%	33.3%	44.6%	17.2%	14.3%	40.0%	100.0%	-	45.3%	25.0%	22.7%	50.0%	-	66.7%
UNFAVORABLE	14.3%	12.4%	16.9%	17.4%	14.3%	-	16.7%	10.8%	19.0%	20.4%	20.0%	-	-	13.7%	15.3%	15.2%	-	-	33.3%
NO OPINION	25.0%	22.5%	27.7%	27.0%	28.6%	-	50.0%	17.6%	29.3%	26.5%	20.0%	-	100.0%	26.3%	26.4%	27.3%	50.0%	-	-
NEVER HEARD OF	26.0%	20.1%	33.8%	36.5%	14.3%	50.0%	-	27.0%	34.5%	38.8%	20.0%	-	-	14.7%	33.3%	34.8%	-	100.0%	-
Net Diff.	20.3%	32.5%	4.6%	1.7%	28.6%	50.0%	16.7%	33.8%	-1.7%	-6.1%	20.0%	100.0%	-	31.6%	9.7%	7.6%	50.0%	-	33.3%
Mean	2.13	2.28	1.91	1.88	2.17	3.00	1.83	2.37	1.82	1.80	2.25	3.00	1.00	2.22	1.98	1.93	2.00	-	2.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
FAVORABLE	34.7%	31.2%	35.9%	24.3%	42.0%	37.6%	33.8%	34.6%	29.0%	39.6%	33.2%	37.6%	35.5%	31.0%	31.3%	32.8%	33.3%	28.1%
UNFAVORABLE	14.3%	12.5%	12.8%	20.3%	10.1%	14.1%	12.7%	14.9%	16.6%	12.3%	14.5%	14.1%	9.7%	16.0%	14.9%	14.1%	13.1%	18.8%
NO OPINION	25.0%	25.0%	20.5%	28.4%	26.1%	23.5%	22.5%	25.9%	25.5%	24.7%	25.7%	23.5%	19.4%	24.0%	20.9%	25.0%	23.2%	21.9%
NEVER HEARD OF	26.0%	31.2%	30.8%	27.0%	21.7%	24.7%	31.0%	24.6%	29.0%	23.4%	26.6%	24.7%	35.5%	29.0%	32.8%	28.1%	30.3%	31.2%
Net Diff.	20.3%	18.8%	23.1%	4.1%	31.9%	23.5%	21.1%	19.7%	12.4%	27.3%	18.7%	23.5%	25.8%	15.0%	16.4%	18.8%	20.2%	9.4%
Mean	2.13	2.09	2.22	1.94	2.20	2.19	2.16	2.12	2.05	2.19	2.10	2.19	2.25	2.10	2.16	2.11	2.14	2.09

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

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LISA BARNES

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE				GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
FAVORABLE	34.7%	32.5%	37.5%	26.9%	44.4%	33.0%	43.4%	32.6%	36.3%	36.0%	32.0%	36.0%	21.9%	21.4%	28.1%	41.2%	40.6%
UNFAVORABLE	14.3%	15.0%	14.1%	17.9%	11.1%	15.7%	11.3%	14.4%	14.3%	15.0%	10.0%	18.0%	-	14.3%	6.2%	20.6%	17.5%
NO OPINION	25.0%	25.0%	27.3%	29.5%	24.4%	27.8%	24.5%	22.7%	26.8%	23.0%	25.0%	27.0%	31.2%	38.1%	12.5%	14.7%	25.0%
NEVER HEARD OF	26.0%	27.5%	21.1%	25.6%	20.0%	23.5%	20.8%	30.3%	22.6%	26.0%	33.0%	19.0%	46.9%	26.2%	53.1%	23.5%	16.9%
Net Diff.	20.3%	17.5%	23.4%	9.0%	33.3%	17.4%	32.1%	18.2%	22.0%	21.0%	22.0%	18.0%	21.9%	7.1%	21.9%	20.6%	23.1%
Mean	2.13	2.10	2.13	1.97	2.25	2.07	2.24	2.14	2.12	2.18	2.10	2.11	1.82	1.77	2.33	2.35	2.19

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

3. 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.

LISA BARNES

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
FAVORABLE	34.7%	25.9%	36.4%	37.5%	50.0%	42.9%	14.3%	62.5%	60.0%	75.0%	100.0%	26.7%	50.0%	23.1%
UNFAVORABLE	14.3%	9.5%	20.0%	20.3%	10.0%	14.3%	14.3%	8.3%	5.0%	25.0%	-	40.0%	-	46.2%
NO OPINION	25.0%	30.2%	16.4%	18.8%	33.3%	25.7%	42.9%	12.5%	15.0%	-	-	20.0%	50.0%	15.4%
NEVER HEARD OF	26.0%	34.5%	27.3%	23.4%	6.7%	17.1%	28.6%	16.7%	20.0%	-	-	13.3%	-	15.4%
Net Diff.	20.3%	16.4%	16.4%	17.2%	40.0%	28.6%	-	54.2%	55.0%	50.0%	100.0%	-13.3%	50.0%	-23.1%
Mean	2.13	1.93	2.28	2.24	2.18	2.21	1.60	2.60	2.56	2.75	3.00	2.08	2.00	2.09

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
FAVORABLE	6.7%	5.3%	11.7%	5.7%	7.0%	4.5%	6.2%	-	5.3%	5.4%	-	8.2%	8.5%	-	4.5%
UNFAVORABLE	6.3%	5.3%	3.3%	10.2%	6.6%	4.5%	3.1%	8.3%	6.1%	5.4%	50.0%	7.5%	7.7%	-	-
NO OPINION	26.3%	28.9%	31.7%	18.2%	26.6%	25.0%	25.0%	25.0%	31.3%	31.8%	-	21.8%	21.1%	40.0%	27.3%
NEVER HEARD OF	60.7%	60.5%	53.3%	65.9%	59.8%	65.9%	65.6%	66.7%	57.3%	57.4%	50.0%	62.6%	62.7%	60.0%	68.2%
Net Diff.	0.3%	-	8.3%	-4.5%	0.4%	-	3.1%	-8.3%	-0.8%	-	-50.0%	0.7%	0.7%	-	4.5%
Mean	1.50	1.40	1.57	1.63	1.51	1.40	1.45	1.25	1.39	1.38	2.00	1.64	1.66	1.00	1.29

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
FAVORABLE	6.7%	6.7%	23.3%	4.0%	-	100.0%	-	-	-	11.6%	26.3%	7.9%	2.0%	15.6%	8.0%	5.0%	0.9%	100.0%	-	53.1%	17.1%
UNFAVORABLE	6.3%	10.6%	9.3%	5.3%	-	-	100.0%	-	-	11.6%	26.3%	4.5%	3.4%	7.8%	14.0%	8.3%	0.9%	-	100.0%	46.9%	16.2%
NO OPINION	26.3%	22.1%	23.3%	60.0%	1.3%	-	-	100.0%	-	25.6%	5.3%	65.2%	6.0%	24.7%	32.0%	60.0%	7.1%	-	-	-	66.7%
NEVER HEARD OF	60.7%	60.6%	44.2%	30.7%	98.7%	-	-	-	100.0%	51.2%	42.1%	22.5%	88.6%	51.9%	46.0%	26.7%	91.2%	-	-	-	-
Net Diff.	0.3%	-3.8%	14.0%	-1.3%	-	100.0%	-100%	-	-	-	-	3.4%	-1.3%	7.8%	-6.0%	-3.3%	-	100.0%	-100%	6.2%	0.9%
Mean	1.50	1.61	2.00	1.19	1.00	3.00	2.00	1.00	-	1.71	2.36	1.26	1.65	1.81	1.56	1.25	1.30	3.00	2.00	2.53	1.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 3

	CHESSER/GAILLIARD				IMPORTANT ISSUES								U.S. SENATE BALLOT						
	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
FAVORABLE	6.7%	22.2%	33.3%	21.4%	13.3%	2.0%	14.6%	5.1%	8.3%	-	23.5%	-	5.0%	5.1%	-	9.3%	8.7%	50.0%	-
UNFAVORABLE	6.3%	11.1%	66.7%	19.0%	10.2%	6.1%	6.2%	5.1%	8.3%	9.1%	5.9%	10.0%	6.5%	6.6%	-	7.1%	7.2%	-	-
NO OPINION	26.3%	22.2%	-	16.7%	50.0%	30.3%	20.8%	29.1%	22.2%	36.4%	5.9%	30.0%	32.4%	32.4%	33.3%	22.1%	22.5%	-	14.3%
NEVER HEARD OF	60.7%	44.4%	-	42.9%	26.6%	61.6%	58.3%	60.8%	61.1%	54.5%	64.7%	60.0%	56.1%	55.9%	66.7%	61.4%	61.6%	50.0%	85.7%
Net Diff.	0.3%	11.1%	-33.3%	2.4%	3.1%	-4.0%	8.3%	-	-	-9.1%	17.6%	-10.0%	-1.4%	-1.5%	-	2.1%	1.4%	50.0%	-
Mean	1.50	2.00	2.33	2.08	1.50	1.26	1.85	1.39	1.64	1.20	2.50	1.25	1.38	1.38	1.00	1.67	1.64	3.00	1.00



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
FAVORABLE	6.7%	4.0%	4.1%	-	12.3%	12.7%	-	-	6.0%	5.0%	5.4%	-	10.8%	11.1%	-	-	2.7%	8.3%	4.5%	3.2%	-
UNFAVORABLE	6.3%	5.3%	5.5%	-	9.6%	9.1%	25.0%	-	7.1%	4.2%	4.5%	-	7.5%	6.8%	33.3%	16.7%	2.7%	8.3%	4.5%	3.2%	-
NO OPINION	26.3%	29.8%	29.7%	33.3%	21.1%	20.9%	25.0%	28.6%	23.8%	31.9%	32.4%	25.0%	23.3%	23.9%	-	20.8%	21.6%	30.6%	31.2%	25.8%	12.5%
NEVER HEARD OF	60.7%	60.9%	60.7%	66.7%	57.0%	57.3%	50.0%	71.4%	63.1%	58.8%	57.7%	75.0%	58.3%	58.1%	66.7%	62.5%	73.0%	52.8%	59.8%	67.7%	87.5%
Net Diff.	0.3%	-1.3%	-1.4%	-	2.6%	3.6%	-25.0%	-	-1.2%	0.8%	0.9%	-	3.3%	4.3%	-33.3%	-16.7%	-	-	-	-	-
Mean	1.50	1.34	1.35	1.00	1.80	1.81	1.50	1.00	1.52	1.35	1.36	1.00	1.70	1.69	2.00	1.44	1.30	1.53	1.33	1.30	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
FAVORABLE	6.7%	5.9%	10.8%	9.6%	4.6%	6.9%	8.2%	6.4%	9.8%	9.3%	3.0%	2.4%	3.2%	7.2%	3.2%	5.4%	10.0%	1.5%	1.9%	-	-
UNFAVORABLE	6.3%	7.3%	5.4%	11.3%	3.8%	6.9%	7.2%	6.0%	9.8%	6.0%	7.9%	4.8%	12.9%	5.7%	12.9%	5.4%	7.9%	4.4%	3.7%	8.3%	-
NO OPINION	26.3%	25.4%	27.0%	18.3%	31.5%	24.0%	28.9%	27.4%	19.5%	25.3%	27.7%	33.7%	12.9%	27.9%	12.9%	33.7%	18.6%	32.4%	31.5%	25.0%	100.0%
NEVER HEARD OF	60.7%	61.5%	56.8%	60.9%	60.0%	62.3%	55.7%	60.3%	61.0%	59.3%	61.4%	59.0%	71.0%	59.2%	71.0%	55.4%	63.6%	61.8%	63.0%	66.7%	-
Net Diff.	0.3%	-1.5%	5.4%	-1.7%	0.8%	-	1.0%	0.4%	-	3.3%	-5.0%	-2.4%	-9.7%	1.5%	-9.7%	-	2.1%	-2.9%	-1.9%	-8.3%	-
Mean	1.50	1.49	1.62	1.78	1.33	1.55	1.53	1.47	1.75	1.61	1.36	1.24	1.67	1.49	1.67	1.37	1.76	1.19	1.20	1.25	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
FAVORABLE	6.7%	5.0%	14.0%	-	5.8%	7.2%	3.0%	3.8%	11.6%	2.2%	16.7%	9.4%	-	16.7%	8.5%	-
UNFAVORABLE	6.3%	2.5%	7.0%	2.9%	7.7%	8.4%	6.1%	6.2%	11.6%	4.3%	-	6.2%	4.5%	-	6.4%	6.7%
NO OPINION	26.3%	25.0%	12.3%	34.3%	40.4%	22.9%	30.3%	33.8%	25.6%	28.3%	33.3%	15.6%	40.9%	50.0%	16.0%	26.7%
NEVER HEARD OF	60.7%	67.5%	66.7%	62.9%	46.2%	61.4%	60.6%	56.2%	51.2%	65.2%	50.0%	68.8%	54.5%	33.3%	69.1%	66.7%
Net Diff.	0.3%	2.5%	7.0%	-2.9%	-1.9%	-1.2%	-3.0%	-2.5%	-	-2.2%	16.7%	3.1%	-4.5%	16.7%	2.1%	-6.7%
Mean	1.50	1.38	2.05	1.08	1.36	1.59	1.31	1.31	1.71	1.25	1.67	1.80	1.10	1.50	1.76	1.20

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
FAVORABLE	6.7%	6.6%	3.8%	8.9%	10.4%	7.1%	11.7%	2.9%	1.6%	4.0%	-	12.9%	9.4%	3.1%	6.8%	14.3%	2.7%	9.1%	12.5%	2.8%
UNFAVORABLE	6.3%	4.9%	-	8.9%	6.2%	11.9%	6.7%	5.0%	6.2%	4.0%	12.5%	9.7%	3.1%	3.1%	8.5%	10.7%	6.7%	12.1%	8.3%	5.7%
NO OPINION	26.3%	37.7%	26.9%	20.0%	16.7%	23.8%	15.0%	35.3%	35.9%	34.7%	50.0%	16.1%	9.4%	29.7%	22.0%	21.4%	40.0%	24.2%	8.3%	35.8%
NEVER HEARD OF	60.7%	50.8%	69.2%	62.2%	66.7%	57.1%	66.7%	56.8%	56.2%	57.3%	37.5%	61.3%	78.1%	64.1%	62.7%	53.6%	50.7%	54.5%	70.8%	55.7%
Net Diff.	0.3%	1.6%	3.8%	-	4.2%	-4.8%	5.0%	-2.2%	-4.7%	-	-12.5%	3.2%	6.2%	-	-1.7%	3.6%	-4.0%	-3.0%	4.2%	-2.8%
Mean	1.50	1.37	1.25	1.71	1.81	1.61	1.90	1.25	1.21	1.28	1.20	1.92	2.00	1.26	1.59	1.85	1.24	1.67	2.14	1.26

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
FAVORABLE	6.7%	8.8%	11.1%	3.1%	7.3%	9.1%	4.5%	4.2%	9.9%	-	3.0%	7.9%	5.3%	9.9%	3.3%	12.7%	6.5%	6.9%	5.3%	6.5%
UNFAVORABLE	6.3%	7.0%	5.6%	3.1%	7.3%	6.1%	4.5%	3.3%	8.6%	-	4.5%	6.6%	6.6%	5.8%	5.0%	4.8%	7.6%	6.9%	7.4%	4.8%
NO OPINION	26.3%	17.5%	19.4%	34.4%	18.2%	18.2%	27.3%	34.2%	20.5%	30.0%	26.9%	25.9%	27.0%	22.3%	25.0%	17.5%	28.3%	27.6%	29.8%	27.4%
NEVER HEARD OF	60.7%	66.7%	63.9%	59.4%	67.3%	66.7%	63.6%	58.3%	60.9%	70.0%	65.7%	59.6%	61.2%	62.0%	66.7%	65.1%	57.6%	58.6%	57.4%	61.3%
Net Diff.	0.3%	1.8%	5.6%	-	-	3.0%	-	0.8%	1.3%	-	-1.5%	1.3%	-1.3%	4.1%	-1.7%	7.9%	-1.1%	-	-2.1%	1.6%
Mean	1.50	1.74	1.77	1.23	1.67	1.73	1.38	1.28	1.73	1.00	1.30	1.55	1.44	1.67	1.35	1.86	1.49	1.50	1.42	1.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
FAVORABLE	6.7%	5.2%	13.6%	3.8%	13.5%	7.5%	7.1%	9.4%	8.0%	5.7%	6.6%	6.5%	3.8%	9.5%	9.6%	11.8%	7.4%	6.7%	6.9%	8.7%	6.7%
UNFAVORABLE	6.3%	5.2%	6.8%	5.8%	7.7%	7.5%	6.3%	6.2%	4.0%	8.6%	7.9%	7.6%	7.5%	7.1%	5.5%	8.8%	5.9%	4.9%	7.7%	2.9%	6.7%
NO OPINION	26.3%	22.4%	16.9%	21.2%	13.5%	28.4%	19.8%	21.9%	14.0%	34.3%	23.7%	28.3%	26.4%	28.6%	15.1%	20.6%	16.2%	28.2%	24.6%	24.6%	18.3%
NEVER HEARD OF	60.7%	67.2%	62.7%	69.2%	65.4%	56.7%	66.7%	62.5%	74.0%	51.4%	61.8%	57.6%	62.3%	54.8%	69.9%	58.8%	70.6%	60.1%	60.8%	63.8%	68.3%
Net Diff.	0.3%	-	6.8%	-1.9%	5.8%	-	0.8%	3.1%	4.0%	-2.9%	-1.3%	-1.1%	-3.8%	2.4%	4.1%	2.9%	1.5%	1.8%	-0.8%	5.8%	-
Mean	1.50	1.47	1.91	1.44	2.00	1.52	1.62	1.67	1.77	1.41	1.55	1.49	1.40	1.58	1.82	1.79	1.70	1.46	1.55	1.56	1.63

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
FAVORABLE	6.7%	5.3%	7.1%	4.7%	6.2%	9.0%	8.0%	7.2%	9.1%	5.9%	7.2%	6.3%	7.3%	5.5%	7.2%	4.2%	7.9%	9.8%	6.7%	6.7%	7.0%
UNFAVORABLE	6.3%	6.4%	8.6%	7.1%	6.2%	2.6%	10.0%	2.9%	11.4%	3.7%	8.0%	1.6%	7.3%	5.5%	8.4%	4.2%	9.5%	2.4%	6.7%	3.3%	7.0%
NO OPINION	26.3%	30.9%	30.0%	34.1%	26.2%	21.8%	22.0%	20.3%	18.2%	27.2%	26.8%	27.0%	18.2%	27.4%	32.5%	29.5%	31.7%	22.0%	22.7%	16.7%	21.1%
NEVER HEARD OF	60.7%	57.4%	54.3%	54.1%	61.2%	66.7%	60.0%	69.6%	61.4%	63.2%	58.0%	65.1%	67.3%	61.6%	51.8%	62.1%	50.8%	65.9%	64.0%	73.3%	64.8%
Net Diff.	0.3%	-1.1%	-1.4%	-2.4%	-	6.4%	-2.0%	4.3%	-2.3%	2.2%	-0.7%	4.8%	-	-	-1.2%	-	-1.6%	7.3%	-	3.3%	-
Mean	1.50	1.40	1.50	1.36	1.48	1.62	1.65	1.57	1.76	1.42	1.53	1.41	1.67	1.43	1.48	1.33	1.52	1.64	1.56	1.62	1.60

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
FAVORABLE	6.7%	5.8%	13.3%	-	5.3%	7.4%	5.0%	4.0%	9.9%	6.7%	7.0%	5.2%	7.6%	4.5%	7.0%	8.2%	7.7%	7.7%	6.7%
UNFAVORABLE	6.3%	5.1%	3.3%	9.4%	4.0%	7.4%	2.5%	12.0%	8.5%	1.7%	7.0%	7.8%	7.6%	6.8%	7.0%	2.0%	7.7%	2.6%	8.3%
NO OPINION	26.3%	29.9%	30.0%	34.4%	28.0%	23.5%	30.0%	16.0%	22.5%	30.0%	14.0%	29.9%	30.4%	33.0%	28.2%	24.5%	18.5%	20.5%	16.7%
NEVER HEARD OF	60.7%	59.1%	53.3%	56.2%	62.7%	61.8%	62.5%	68.0%	59.2%	61.7%	71.9%	57.1%	54.4%	55.7%	57.7%	65.3%	66.2%	69.2%	68.3%
Net Diff.	0.3%	0.7%	10.0%	-9.4%	1.3%	-	2.5%	-8.0%	1.4%	5.0%	-	-2.6%	-	-2.3%	-	6.1%	-	5.1%	-1.7%
Mean	1.50	1.41	1.64	1.21	1.39	1.58	1.33	1.62	1.69	1.39	1.75	1.42	1.50	1.36	1.50	1.53	1.68	1.58	1.68



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
FAVORABLE	6.7%	5.3%	8.5%	7.8%	28.6%	-	-	4.1%	12.1%	12.2%	20.0%	-	-	6.3%	5.6%	4.5%	50.0%	-	-		
UNFAVORABLE	6.3%	7.1%	5.4%	6.1%	-	-	-	2.7%	6.9%	8.2%	-	-	-	10.5%	4.2%	4.5%	-	-	-		
NO OPINION	26.3%	30.2%	21.5%	19.1%	28.6%	-	66.7%	25.7%	17.2%	12.2%	20.0%	-	100.0%	33.7%	25.0%	24.2%	50.0%	-	33.3%		
NEVER HEARD OF	60.7%	57.4%	64.6%	67.0%	42.9%	100.0%	33.3%	67.6%	63.8%	67.3%	60.0%	100.0%	-	49.5%	65.3%	66.7%	-	100.0%	66.7%		
Net Diff.	0.3%	-1.8%	3.1%	1.7%	28.6%	-	-	1.4%	5.2%	4.1%	20.0%	-	-	-4.2%	1.4%	-	50.0%	-	-		
Mean	1.50	1.42	1.63	1.66	2.00	-	1.00	1.33	1.86	2.00	2.00	-	1.00	1.46	1.44	1.41	2.00	-	1.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
FAVORABLE	6.7%	9.4%	5.1%	6.8%	2.9%	9.4%	7.0%	6.6%	6.9%	6.5%	5.6%	9.4%	3.2%	9.0%	6.0%	9.4%	5.1%	15.6%
UNFAVORABLE	6.3%	6.2%	5.1%	5.4%	7.2%	7.1%	5.6%	6.6%	5.5%	7.1%	6.1%	7.1%	3.2%	5.0%	3.0%	6.2%	5.1%	3.1%
NO OPINION	26.3%	25.0%	15.4%	32.4%	24.6%	28.2%	19.7%	28.5%	26.2%	26.6%	25.7%	28.2%	16.1%	24.0%	23.9%	20.3%	23.2%	18.8%
NEVER HEARD OF	60.7%	59.4%	74.4%	55.4%	65.2%	55.3%	67.6%	58.3%	61.4%	59.7%	62.6%	55.3%	77.4%	62.0%	67.2%	64.1%	66.7%	62.5%
Net Diff.	0.3%	3.1%	-	1.4%	-4.3%	2.4%	1.4%	-	1.4%	-0.6%	-0.5%	2.4%	-	4.0%	3.0%	3.1%	-	12.5%
Mean	1.50	1.62	1.60	1.42	1.38	1.58	1.61	1.47	1.50	1.50	1.46	1.58	1.43	1.61	1.45	1.70	1.45	1.92

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE				GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
FAVORABLE	6.7%	10.0%	4.7%	7.7%	4.4%	6.1%	5.7%	7.6%	6.0%	8.0%	4.0%	8.0%	-	14.3%	3.1%	5.9%	6.9%
UNFAVORABLE	6.3%	7.5%	7.8%	7.7%	7.8%	7.0%	9.4%	4.5%	7.7%	7.0%	5.0%	7.0%	6.2%	7.1%	3.1%	5.9%	6.9%
NO OPINION	26.3%	22.5%	32.0%	28.2%	31.1%	27.8%	34.0%	22.0%	29.8%	25.0%	25.0%	29.0%	18.8%	23.8%	12.5%	26.5%	31.2%
NEVER HEARD OF	60.7%	60.0%	55.5%	56.4%	56.7%	59.1%	50.9%	65.9%	56.5%	60.0%	66.0%	56.0%	75.0%	54.8%	81.2%	61.8%	55.0%
Net Diff.	0.3%	2.5%	-3.1%	-	-3.3%	-0.9%	-3.8%	3.0%	-1.8%	1.0%	-1.0%	1.0%	-6.2%	7.1%	-	-	-
Mean	1.50	1.69	1.39	1.53	1.38	1.47	1.42	1.58	1.45	1.58	1.38	1.52	1.25	1.79	1.50	1.46	1.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

4. Opinion: MARK SPEED

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
FAVORABLE	6.7%	5.2%	9.1%	9.4%	3.3%	5.7%	3.6%	-	-	-	-	-	-	-
UNFAVORABLE	6.3%	6.9%	9.1%	6.2%	6.7%	-	3.6%	4.2%	5.0%	-	-	6.7%	-	7.7%
NO OPINION	26.3%	21.6%	27.3%	28.1%	33.3%	31.4%	35.7%	29.2%	35.0%	-	100.0%	26.7%	50.0%	23.1%
NEVER HEARD OF	60.7%	66.4%	54.5%	56.2%	56.7%	62.9%	57.1%	66.7%	60.0%	100.0%	-	66.7%	50.0%	69.2%
Net Diff.	0.3%	-1.7%	-	3.1%	-3.3%	5.7%	-	-4.2%	-5.0%	-	-	-6.7%	-	-7.7%
Mean	1.50	1.51	1.60	1.57	1.31	1.31	1.25	1.12	1.12	-	1.00	1.20	1.00	1.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	RE PUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
FAVORABLE	14.3%	11.8%	15.0%	18.2%	15.6%	6.8%	9.4%	-	27.5%	27.9%	-	4.8%	4.9%	-	-
UNFAVORABLE	6.3%	4.6%	10.0%	6.8%	7.0%	2.3%	3.1%	-	3.1%	2.3%	50.0%	10.2%	10.6%	-	-
NO OPINION	29.7%	33.6%	33.3%	20.5%	30.9%	22.7%	25.0%	16.7%	29.8%	30.2%	-	29.3%	29.6%	20.0%	31.8%
NEVER HEARD OF	49.7%	50.0%	41.7%	54.5%	46.5%	68.2%	62.5%	83.3%	39.7%	39.5%	50.0%	55.8%	54.9%	80.0%	68.2%
Net Diff.	8.0%	7.2%	5.0%	11.4%	8.6%	4.5%	6.2%	-	24.4%	25.6%	-50.0%	-5.4%	-5.6%	-	-
Mean	1.70	1.57	1.69	1.95	1.72	1.50	1.58	1.00	1.96	1.96	2.00	1.45	1.45	1.00	1.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
FAVORABLE	14.3%	30.8%	7.0%	5.3%	5.1%	25.0%	26.3%	13.9%	12.1%	100.0%	-	-	-	11.7%	40.0%	6.7%	8.8%	42.9%	25.0%	28.1%	17.9%
UNFAVORABLE	6.3%	2.9%	25.6%	5.3%	1.3%	25.0%	26.3%	1.3%	4.4%	-	100.0%	-	-	13.0%	6.0%	5.0%	2.7%	14.3%	50.0%	28.1%	9.4%
NO OPINION	29.7%	26.0%	30.2%	56.0%	9.0%	35.0%	21.1%	73.4%	11.0%	-	-	100.0%	-	26.0%	30.0%	73.3%	8.8%	28.6%	-	25.0%	58.1%
NEVER HEARD OF	49.7%	40.4%	37.2%	33.3%	84.6%	15.0%	26.3%	11.4%	72.5%	-	-	100.0%	49.4%	24.0%	15.0%	79.6%	14.3%	25.0%	18.8%	14.5%	
Net Diff.	8.0%	27.9%	-18.6%	-	3.8%	-	-	12.7%	7.7%	100.0%	-100%	-	-	-1.3%	34.0%	1.7%	6.2%	28.6%	-25.0%	-	8.5%
Mean	1.70	2.08	1.63	1.24	1.75	1.88	2.07	1.33	2.04	3.00	2.00	1.00	-	1.72	2.13	1.22	2.00	2.17	2.33	2.04	1.53

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 3

	CHESSER/GAILLIARD				IMPORTANT ISSUES								U.S. SENATE BALLOT						
	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
FAVORABLE	14.3%	100.0%	-	69.0%	25.8%	19.2%	4.2%	20.3%	8.3%	9.1%	5.9%	10.0%	28.1%	27.9%	33.3%	2.9%	2.9%	-	-
UNFAVORABLE	6.3%	-	100.0%	31.0%	12.5%	3.0%	10.4%	-	16.7%	9.1%	17.6%	10.0%	3.6%	3.7%	-	10.0%	10.1%	-	-
NO OPINION	29.7%	-	-	-	61.7%	30.3%	33.3%	21.5%	33.3%	54.5%	29.4%	30.0%	29.5%	29.4%	33.3%	32.9%	32.6%	50.0%	9.5%
NEVER HEARD OF	49.7%	-	-	-	-	47.5%	52.1%	58.2%	41.7%	27.3%	47.1%	50.0%	38.8%	39.0%	33.3%	54.3%	54.3%	50.0%	90.5%
Net Diff.	8.0%	100.0%	-100%	38.1%	13.3%	16.2%	-6.2%	20.3%	-8.3%	-	-11.8%	-	24.5%	24.3%	33.3%	-7.1%	-7.2%	-	-
Mean	1.70	3.00	2.00	2.69	1.64	1.79	1.39	1.97	1.57	1.38	1.56	1.60	1.98	1.98	2.00	1.34	1.35	1.00	1.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
FAVORABLE	14.3%	25.2%	26.2%	-	4.4%	4.5%	-	-	34.5%	30.3%	31.5%	12.5%	5.0%	5.1%	-	4.2%	-	100.0%	31.2%	6.5%	-		
UNFAVORABLE	6.3%	4.6%	4.8%	-	10.5%	10.9%	-	-	3.6%	2.5%	2.7%	-	9.2%	9.4%	-	20.8%	-	-	2.7%	9.7%	-		
NO OPINION	29.7%	27.8%	28.3%	16.7%	34.2%	35.5%	-	22.9%	25.0%	26.9%	27.9%	12.5%	30.8%	30.8%	33.3%	37.5%	29.7%	-	25.9%	29.0%	12.5%		
NEVER HEARD OF	49.7%	42.4%	40.7%	83.3%	50.9%	49.1%	100.0%	77.1%	36.9%	40.3%	37.8%	75.0%	55.0%	54.7%	66.7%	37.5%	70.3%	-	40.2%	54.8%	87.5%		
Net Diff.	8.0%	20.5%	21.4%	-	-6.1%	-6.4%	-	-	31.0%	27.7%	28.8%	12.5%	-4.2%	-4.3%	-	-16.7%	-	100.0%	28.6%	-3.2%	-		
Mean	1.70	1.95	1.97	1.00	1.39	1.39	-	1.00	2.15	2.06	2.06	2.00	1.43	1.43	1.00	1.47	1.00	3.00	2.09	1.50	1.00		



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
FAVORABLE	14.3%	13.2%	16.2%	18.3%	14.6%	16.0%	12.4%	16.2%	9.8%	10.4%	22.8%	19.3%	25.8%	13.2%	25.8%	28.3%	5.0%	14.7%	13.0%	16.7%	50.0%
UNFAVORABLE	6.3%	8.3%	2.7%	9.6%	5.4%	5.7%	9.3%	7.3%	4.9%	6.6%	6.9%	4.8%	9.7%	6.0%	9.7%	3.3%	10.0%	2.9%	3.7%	-	-
NO OPINION	29.7%	27.8%	35.1%	24.3%	33.8%	29.7%	30.9%	29.5%	34.1%	29.7%	29.7%	31.3%	22.6%	30.2%	22.6%	29.3%	28.6%	32.4%	35.2%	16.7%	50.0%
NEVER HEARD OF	49.7%	50.7%	45.9%	47.8%	46.2%	48.6%	47.4%	47.0%	51.2%	53.3%	40.6%	44.6%	41.9%	50.6%	41.9%	39.1%	56.4%	50.0%	48.1%	66.7%	-
Net Diff.	8.0%	4.9%	13.5%	8.7%	9.2%	10.3%	3.1%	9.0%	4.9%	3.8%	15.8%	14.5%	16.1%	7.2%	16.1%	25.0%	-5.0%	11.8%	9.3%	16.7%	50.0%
Mean	1.70	1.70	1.65	1.88	1.64	1.73	1.65	1.75	1.50	1.59	1.88	1.78	2.06	1.66	2.06	1.98	1.46	1.65	1.57	2.00	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
FAVORABLE	14.3%	42.5%	8.8%	22.9%	17.3%	2.4%	6.1%	27.5%	4.7%	15.2%	33.3%	5.2%	13.6%	33.3%	5.3%	-
UNFAVORABLE	6.3%	5.0%	7.0%	2.9%	1.9%	12.0%	3.0%	3.8%	14.0%	4.3%	-	8.3%	-	-	8.5%	-
NO OPINION	29.7%	15.0%	31.6%	37.1%	40.4%	26.5%	27.3%	31.2%	20.9%	30.4%	16.7%	32.3%	36.4%	16.7%	31.9%	33.3%
NEVER HEARD OF	49.7%	37.5%	52.6%	37.1%	40.4%	59.0%	63.6%	37.5%	60.5%	50.0%	50.0%	54.2%	50.0%	50.0%	54.3%	66.7%
Net Diff.	8.0%	37.5%	1.8%	20.0%	15.4%	-9.6%	3.0%	23.8%	-9.3%	10.9%	33.3%	-3.1%	13.6%	33.3%	-3.2%	-
Mean	1.70	2.44	1.52	1.77	1.61	1.41	1.42	1.94	1.59	1.70	2.33	1.41	1.55	2.33	1.42	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
FAVORABLE	14.3%	29.5%	26.9%	1.1%	-	2.4%	8.3%	26.6%	15.6%	36.0%	12.5%	3.2%	6.2%	42.2%	-	10.7%	13.3%	3.0%	8.3%	26.4%
UNFAVORABLE	6.3%	3.3%	-	11.1%	10.4%	11.9%	6.7%	3.6%	6.2%	1.3%	12.5%	9.7%	6.2%	3.1%	11.9%	7.1%	4.0%	12.1%	12.5%	3.8%
NO OPINION	29.7%	34.4%	19.2%	37.8%	35.4%	40.5%	20.0%	28.1%	28.1%	28.0%	12.5%	41.9%	28.1%	18.8%	35.6%	10.7%	36.0%	30.3%	12.5%	30.2%
NEVER HEARD OF	49.7%	32.8%	53.8%	50.0%	54.2%	45.2%	65.0%	41.7%	50.0%	34.7%	62.5%	45.2%	59.4%	35.9%	52.5%	71.4%	46.7%	54.5%	66.7%	39.6%
Net Diff.	8.0%	26.2%	26.9%	-10.0%	-10.4%	-9.5%	1.7%	23.0%	9.4%	34.7%	-	-6.5%	-	39.1%	-11.9%	3.6%	9.3%	-9.1%	-4.2%	22.6%
Mean	1.70	1.93	2.17	1.27	1.23	1.30	1.67	1.98	1.75	2.12	2.00	1.29	1.46	2.37	1.25	2.00	1.58	1.40	1.88	1.94

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
FAVORABLE	14.3%	-	8.3%	28.1%	-	9.1%	18.2%	28.3%	5.3%	-	17.9%	13.2%	17.1%	10.7%	26.7%	19.0%	10.9%	1.7%	23.4%	8.1%
UNFAVORABLE	6.3%	10.5%	2.8%	3.1%	10.9%	3.0%	4.5%	0.8%	10.6%	-	7.5%	6.1%	5.3%	9.1%	1.7%	9.5%	7.6%	8.6%	6.4%	8.1%
NO OPINION	29.7%	42.1%	25.0%	21.9%	41.8%	24.2%	18.2%	30.8%	29.1%	50.0%	26.9%	30.7%	25.7%	34.7%	23.3%	31.7%	27.2%	37.9%	26.6%	29.0%
NEVER HEARD OF	49.7%	47.4%	63.9%	46.9%	47.3%	63.6%	59.1%	40.0%	55.0%	50.0%	47.8%	50.0%	52.0%	45.5%	48.3%	39.7%	54.3%	51.7%	43.6%	54.8%
Net Diff.	8.0%	-10.5%	5.6%	25.0%	-10.9%	6.1%	13.6%	27.5%	-5.3%	-	10.4%	7.0%	11.8%	1.7%	25.0%	9.5%	3.3%	-6.9%	17.0%	-
Mean	1.70	1.20	1.54	2.12	1.21	1.58	2.00	1.96	1.47	1.00	1.83	1.65	1.82	1.56	2.06	1.79	1.64	1.25	1.94	1.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
FAVORABLE	14.3%	6.9%	13.6%	3.8%	9.6%	20.1%	6.3%	29.7%	8.0%	11.4%	5.3%	18.5%	13.2%	23.8%	1.4%	20.6%	-	11.7%	17.7%	17.4%	28.3%
UNFAVORABLE	6.3%	3.4%	10.2%	3.8%	11.5%	6.7%	7.1%	7.8%	4.0%	5.7%	9.2%	8.7%	3.8%	2.4%	9.6%	2.9%	10.3%	4.9%	7.7%	4.3%	6.7%
NO OPINION	29.7%	24.1%	40.7%	25.0%	40.4%	33.6%	23.8%	29.7%	22.0%	37.1%	25.0%	30.4%	17.0%	40.5%	28.8%	38.2%	29.4%	30.1%	30.0%	30.4%	25.0%
NEVER HEARD OF	49.7%	65.5%	35.6%	67.3%	38.5%	39.6%	62.7%	32.8%	66.0%	45.7%	60.5%	42.4%	66.0%	33.3%	60.3%	38.2%	60.3%	53.4%	44.6%	47.8%	40.0%
Net Diff.	8.0%	3.4%	3.4%	-	-1.9%	13.4%	-0.8%	21.9%	4.0%	5.7%	-3.9%	9.8%	9.4%	21.4%	-8.2%	17.6%	-10.3%	6.7%	10.0%	13.0%	21.7%
Mean	1.70	1.50	1.58	1.35	1.50	1.78	1.53	2.00	1.59	1.53	1.50	1.79	1.89	1.75	1.31	1.71	1.26	1.61	1.78	1.75	2.06

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE POST	LESS THAN COLLEGE	COLLEGE POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
FAVORABLE	14.3%	7.4%	8.6%	17.6%	18.8%	5.1%	16.0%	2.9%	11.4%	22.8%	6.5%	34.9%	12.7%	12.3%	2.4%	27.4%	4.8%	12.2%	8.0%	6.7%	5.6%
UNFAVORABLE	6.3%	5.3%	8.6%	5.9%	6.2%	3.8%	10.0%	4.3%	11.4%	5.1%	8.7%	6.3%	5.5%	4.1%	10.8%	5.3%	9.5%	4.9%	8.0%	6.7%	8.5%
NO OPINION	29.7%	29.8%	34.3%	30.6%	26.2%	29.5%	36.0%	29.0%	36.4%	25.7%	34.8%	25.4%	32.7%	26.0%	36.1%	27.4%	30.2%	22.0%	38.7%	16.7%	39.4%
NEVER HEARD OF	49.7%	57.4%	48.6%	45.9%	48.8%	61.5%	38.0%	63.8%	40.9%	46.3%	50.0%	33.3%	49.1%	57.5%	50.6%	40.0%	55.6%	61.0%	45.3%	70.0%	46.5%
Net Diff.	8.0%	2.1%	-	11.8%	12.5%	1.3%	6.0%	-1.4%	-	17.6%	-2.2%	28.6%	7.3%	8.2%	-8.4%	22.1%	-4.8%	7.3%	-	-	-2.8%
Mean	1.70	1.48	1.50	1.76	1.85	1.37	1.68	1.28	1.58	1.95	1.43	2.14	1.61	1.68	1.32	2.00	1.43	1.75	1.44	1.67	1.37

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON		
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60		
FAVORABLE	14.3%	21.9%	36.7%	12.5%	20.0%	7.4%	5.0%	8.0%	8.5%	31.7%	15.8%	14.3%	1.3%	27.3%	7.0%	12.2%	7.7%	7.7%	5.0%		
UNFAVORABLE	6.3%	3.6%	-	6.2%	4.0%	10.3%	20.0%	4.0%	7.0%	1.7%	10.5%	5.2%	10.1%	4.5%	9.9%	2.0%	10.8%	2.6%	11.7%		
NO OPINION	29.7%	27.0%	30.0%	34.4%	22.7%	30.9%	22.5%	32.0%	35.2%	26.7%	24.6%	27.3%	35.4%	30.7%	25.4%	20.4%	36.9%	15.4%	38.3%		
NEVER HEARD OF	49.7%	47.4%	33.3%	46.9%	53.3%	51.5%	52.5%	56.0%	49.3%	40.0%	49.1%	53.2%	53.2%	37.5%	57.7%	65.3%	44.6%	74.4%	45.0%		
Net Diff.	8.0%	18.2%	36.7%	6.2%	16.0%	-2.9%	-15.0%	4.0%	1.4%	30.0%	5.3%	9.1%	-8.9%	22.7%	-2.8%	10.2%	-3.1%	5.1%	-6.7%		
Mean	1.70	1.90	2.10	1.59	1.94	1.52	1.63	1.45	1.47	2.08	1.83	1.72	1.27	1.95	1.57	1.76	1.47	1.70	1.39		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 12

	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
FAVORABLE	14.3%	18.3%	9.2%	6.1%	28.6%	-	50.0%	28.4%	15.5%	10.2%	40.0%	-	66.7%	10.5%	4.2%	3.0%	-	-	33.3%
UNFAVORABLE	6.3%	6.5%	6.2%	7.0%	-	-	-	6.8%	3.4%	4.1%	-	-	-	6.3%	8.3%	9.1%	-	-	-
NO OPINION	29.7%	28.4%	31.5%	31.3%	42.9%	-	33.3%	21.6%	36.2%	36.7%	40.0%	-	33.3%	33.7%	27.8%	27.3%	50.0%	-	33.3%
NEVER HEARD OF	49.7%	46.7%	53.1%	55.7%	28.6%	100.0%	16.7%	43.2%	44.8%	49.0%	20.0%	100.0%	-	49.5%	59.7%	60.6%	50.0%	100.0%	33.3%
Net Diff.	8.0%	11.8%	3.1%	-0.9%	28.6%	-	50.0%	21.6%	12.1%	6.1%	40.0%	-	66.7%	4.2%	-4.2%	-6.1%	-	-	33.3%
Mean	1.70	1.81	1.52	1.43	1.80	-	2.20	2.12	1.62	1.48	2.00	-	2.33	1.54	1.41	1.38	1.00	-	2.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
FAVORABLE	14.3%	15.6%	20.5%	14.9%	10.1%	14.1%	18.3%	13.2%	16.6%	12.3%	14.5%	14.1%	25.8%	22.0%	25.4%	20.3%	22.2%	25.0%
UNFAVORABLE	6.3%	-	10.3%	9.5%	4.3%	5.9%	5.6%	6.6%	7.6%	5.2%	6.5%	5.9%	3.2%	6.0%	7.5%	3.1%	6.1%	3.1%
NO OPINION	29.7%	25.0%	17.9%	33.8%	29.0%	32.9%	21.1%	32.0%	27.6%	31.2%	28.0%	32.9%	22.6%	29.0%	28.4%	26.6%	29.3%	21.9%
NEVER HEARD OF	49.7%	59.4%	51.3%	41.9%	56.5%	47.1%	54.9%	48.2%	48.3%	51.3%	50.9%	47.1%	48.4%	43.0%	38.8%	50.0%	42.4%	50.0%
Net Diff.	8.0%	15.6%	10.3%	5.4%	5.8%	8.2%	12.7%	6.6%	9.0%	7.1%	7.9%	8.2%	22.6%	16.0%	17.9%	17.2%	16.2%	21.9%
Mean	1.70	1.77	2.05	1.67	1.57	1.64	1.94	1.64	1.79	1.61	1.72	1.64	2.06	1.88	1.95	1.88	1.88	2.06

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE				GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
FAVORABLE	14.3%	12.5%	6.2%	9.0%	6.7%	7.8%	7.5%	22.7%	7.7%	13.0%	14.0%	16.0%	15.6%	11.9%	-	11.8%	18.1%
UNFAVORABLE	6.3%	7.5%	7.0%	7.7%	6.7%	7.0%	7.5%	5.3%	7.1%	7.0%	4.0%	8.0%	6.2%	9.5%	3.1%	8.8%	5.6%
NO OPINION	29.7%	20.0%	34.4%	26.9%	34.4%	27.0%	39.6%	28.0%	31.0%	27.0%	31.0%	31.0%	21.9%	31.0%	28.1%	38.2%	29.4%
NEVER HEARD OF	49.7%	60.0%	52.3%	56.4%	52.2%	58.3%	45.3%	43.9%	54.2%	53.0%	51.0%	45.0%	56.2%	47.6%	68.8%	41.2%	46.9%
Net Diff.	8.0%	5.0%	-0.8%	1.3%	-	0.9%	-	17.4%	0.6%	6.0%	10.0%	8.0%	9.4%	2.4%	-3.1%	2.9%	12.5%
Mean	1.70	1.81	1.41	1.59	1.42	1.54	1.41	1.91	1.49	1.70	1.65	1.73	1.86	1.64	1.10	1.55	1.79

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

5. Opinion: ALLEN CHESSER

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
FAVORABLE	14.3%	8.6%	21.8%	17.2%	13.3%	17.1%	3.6%	29.2%	35.0%	-	-	13.3%	-	15.4%
UNFAVORABLE	6.3%	6.0%	7.3%	4.7%	10.0%	5.7%	3.6%	4.2%	-	25.0%	-	-	-	-
NO OPINION	29.7%	28.4%	30.9%	35.9%	26.7%	22.9%	35.7%	25.0%	30.0%	-	100.0%	33.3%	50.0%	30.8%
NEVER HEARD OF	49.7%	56.9%	40.0%	42.2%	50.0%	54.3%	57.1%	41.7%	35.0%	75.0%	-	53.3%	50.0%	53.8%
Net Diff.	8.0%	2.6%	14.5%	12.5%	3.3%	11.4%	-	25.0%	35.0%	-25.0%	-	13.3%	-	15.4%
Mean	1.70	1.54	1.85	1.68	1.73	1.88	1.25	2.07	2.08	2.00	1.00	1.57	1.00	1.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
FAVORABLE	25.7%	28.9%	26.7%	19.3%	25.0%	29.5%	28.1%	33.3%	9.2%	8.5%	50.0%	40.8%	42.3%	-	22.7%
UNFAVORABLE	16.7%	17.8%	15.0%	15.9%	18.4%	6.8%	9.4%	-	29.8%	30.2%	-	5.4%	4.2%	40.0%	13.6%
NO OPINION	20.0%	21.1%	25.0%	14.8%	20.7%	15.9%	12.5%	25.0%	19.8%	20.2%	-	20.4%	20.4%	20.0%	18.2%
NEVER HEARD OF	37.7%	32.2%	33.3%	50.0%	35.9%	47.7%	50.0%	41.7%	41.2%	41.1%	50.0%	33.3%	33.1%	40.0%	45.5%
Net Diff.	9.0%	11.2%	11.7%	3.4%	6.6%	22.7%	18.8%	33.3%	-20.6%	-21.7%	50.0%	35.4%	38.0%	-40.0%	9.1%
Mean	2.09	2.12	2.02	2.09	2.07	2.26	2.31	2.14	1.82	1.80	3.00	2.31	2.33	1.67	2.08

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
FAVORABLE	25.7%	22.1%	53.5%	26.7%	14.1%	60.0%	31.6%	24.1%	22.0%	20.9%	52.6%	22.5%	25.5%	100.0%	-	-	-	42.9%	50.0%	50.0%	30.8%
UNFAVORABLE	16.7%	36.5%	16.3%	5.3%	1.3%	20.0%	36.8%	20.3%	12.6%	46.5%	15.8%	16.9%	8.1%	-	100.0%	-	-	28.6%	50.0%	34.4%	23.1%
NO OPINION	20.0%	10.6%	11.6%	49.3%	9.0%	15.0%	26.3%	45.6%	8.8%	9.3%	15.8%	49.4%	6.0%	-	-	100.0%	-	14.3%	-	9.4%	37.6%
NEVER HEARD OF	37.7%	30.8%	18.6%	18.7%	75.6%	5.0%	5.3%	10.1%	56.6%	23.3%	15.8%	11.2%	60.4%	-	-	-	100.0%	14.3%	-	6.2%	8.5%
Net Diff.	9.0%	-14.4%	37.2%	21.3%	12.8%	40.0%	-5.3%	3.8%	9.3%	-25.6%	36.8%	5.6%	17.4%	100.0%	-100%	-	-	14.3%	-	15.6%	7.7%
Mean	2.09	2.17	2.51	1.72	2.21	2.47	2.06	1.76	2.30	2.15	2.44	1.70	2.49	3.00	2.00	1.00	-	2.33	2.50	2.43	1.93

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
FAVORABLE	25.7%	100.0%	-	45.2%	30.5%	11.1%	37.5%	31.6%	36.1%	18.2%	35.3%	20.0%	10.1%	10.3%	-	42.1%	42.0%	50.0%	19.0%
UNFAVORABLE	16.7%	-	100.0%	54.8%	29.7%	27.3%	6.2%	15.2%	11.1%	9.1%	5.9%	20.0%	29.5%	29.4%	33.3%	5.7%	5.8%	-	4.8%
NO OPINION	20.0%	-	-	-	39.8%	20.2%	20.8%	11.4%	25.0%	36.4%	35.3%	20.0%	20.1%	19.9%	33.3%	21.4%	21.7%	-	9.5%
NEVER HEARD OF	37.7%	-	-	-	-	41.4%	35.4%	41.8%	27.8%	36.4%	23.5%	40.0%	40.3%	40.4%	33.3%	30.7%	30.4%	50.0%	66.7%
Net Diff.	9.0%	100.0%	-100%	-9.5%	0.8%	-16.2%	31.2%	16.5%	25.0%	9.1%	29.4%	-	-19.4%	-19.1%	-33.3%	36.4%	36.2%	50.0%	14.3%
Mean	2.09	3.00	2.00	2.45	1.91	1.84	2.26	2.35	2.15	1.71	2.00	2.00	1.83	1.84	1.50	2.30	2.29	3.00	2.29

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
FAVORABLE	25.7%	14.6%	14.5%	16.7%	43.0%	44.5%	-	17.1%	15.5%	9.2%	9.9%	-	48.3%	48.7%	33.3%	16.7%	10.8%	16.7%	8.9%	38.7%	12.5%
UNFAVORABLE	16.7%	27.2%	28.3%	-	6.1%	4.5%	50.0%	5.7%	41.7%	31.9%	32.4%	25.0%	5.0%	5.1%	-	20.8%	2.7%	47.2%	33.0%	3.2%	6.2%
NO OPINION	20.0%	19.9%	19.3%	33.3%	21.9%	21.8%	25.0%	14.3%	9.5%	17.6%	18.0%	12.5%	20.0%	19.7%	33.3%	33.3%	18.9%	11.1%	17.0%	29.0%	6.2%
NEVER HEARD OF	37.7%	38.4%	37.9%	50.0%	28.9%	29.1%	25.0%	62.9%	33.3%	41.2%	39.6%	62.5%	26.7%	26.5%	33.3%	29.2%	67.6%	25.0%	41.1%	29.0%	75.0%
Net Diff.	9.0%	-12.6%	-13.8%	16.7%	36.8%	40.0%	-50.0%	11.4%	-26.2%	-22.7%	-22.5%	-25.0%	43.3%	43.6%	33.3%	-4.2%	8.1%	-30.6%	-24.1%	35.5%	6.2%
Mean	2.09	1.91	1.92	1.67	2.30	2.32	1.67	2.08	2.09	1.86	1.87	1.67	2.39	2.40	2.00	1.76	1.75	2.07	1.86	2.14	2.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
FAVORABLE	25.7%	28.3%	24.3%	29.6%	21.5%	18.9%	35.1%	22.2%	39.0%	34.6%	10.9%	9.6%	16.1%	26.8%	16.1%	9.8%	40.7%	16.2%	14.8%	25.0%	-
UNFAVORABLE	16.7%	15.1%	20.3%	15.7%	20.8%	18.3%	18.6%	19.2%	9.8%	8.8%	28.7%	30.1%	29.0%	15.5%	29.0%	26.1%	9.3%	19.1%	20.4%	8.3%	50.0%
NO OPINION	20.0%	20.5%	17.6%	18.3%	23.8%	20.6%	21.6%	20.1%	22.0%	20.3%	21.8%	18.1%	22.6%	19.6%	22.6%	19.6%	16.4%	27.9%	25.9%	33.3%	50.0%
NEVER HEARD OF	37.7%	36.1%	37.8%	36.5%	33.8%	42.3%	24.7%	38.5%	29.3%	36.3%	38.6%	42.2%	32.3%	38.1%	32.3%	44.6%	33.6%	36.8%	38.9%	33.3%	-
Net Diff.	9.0%	13.2%	4.1%	13.9%	0.8%	0.6%	16.5%	3.0%	29.3%	25.8%	-17.8%	-20.5%	-12.9%	11.3%	-12.9%	-16.3%	31.4%	-2.9%	-5.6%	16.7%	-50.0%
Mean	2.09	2.12	2.11	2.18	1.97	1.97	2.18	2.03	2.24	2.22	1.82	1.85	1.90	2.12	1.90	1.82	2.37	1.81	1.82	1.88	1.50



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
FAVORABLE	25.7%	10.0%	38.6%	14.3%	9.6%	42.2%	18.2%	10.0%	32.6%	13.0%	8.3%	43.8%	22.7%	-	44.7%	33.3%
UNFAVORABLE	16.7%	20.0%	10.5%	22.9%	30.8%	8.4%	15.2%	27.5%	18.6%	23.9%	16.7%	5.2%	9.1%	16.7%	4.3%	-
NO OPINION	20.0%	17.5%	14.0%	31.4%	21.2%	18.1%	24.2%	20.0%	16.3%	23.9%	16.7%	16.7%	36.4%	16.7%	17.0%	26.7%
NEVER HEARD OF	37.7%	52.5%	36.8%	31.4%	38.5%	31.3%	42.4%	42.5%	32.6%	39.1%	58.3%	34.4%	31.8%	66.7%	34.0%	40.0%
Net Diff.	9.0%	-10.0%	28.1%	-8.6%	-21.2%	33.7%	3.0%	-17.5%	14.0%	-10.9%	-8.3%	38.5%	13.6%	-16.7%	40.4%	33.3%
Mean	2.09	1.84	2.39	1.75	1.81	2.35	1.89	1.83	2.24	1.82	1.80	2.41	1.80	1.50	2.42	2.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
FAVORABLE	25.7%	4.9%	23.1%	31.1%	31.2%	31.0%	41.7%	14.4%	21.9%	8.0%	12.5%	29.0%	37.5%	12.5%	32.2%	46.4%	16.0%	30.3%	29.2%	10.4%
UNFAVORABLE	16.7%	27.9%	19.2%	6.7%	2.1%	11.9%	11.7%	25.9%	20.3%	30.7%	50.0%	9.7%	12.5%	21.9%	5.1%	10.7%	29.3%	12.1%	25.0%	28.3%
NO OPINION	20.0%	19.7%	19.2%	24.4%	22.9%	26.2%	11.7%	20.9%	15.6%	25.3%	12.5%	22.6%	12.5%	21.9%	25.4%	10.7%	20.0%	27.3%	4.2%	20.8%
NEVER HEARD OF	37.7%	47.5%	38.5%	37.8%	43.8%	31.0%	35.0%	38.8%	42.2%	36.0%	25.0%	38.7%	37.5%	43.8%	37.3%	32.1%	34.7%	30.3%	41.7%	40.6%
Net Diff.	9.0%	-23.0%	3.8%	24.4%	29.2%	19.0%	30.0%	-11.5%	1.6%	-22.7%	-37.5%	19.4%	25.0%	-9.4%	27.1%	35.7%	-13.3%	18.2%	4.2%	-17.9%
Mean	2.09	1.72	2.06	2.11	2.15	2.07	2.46	1.89	2.11	1.73	2.00	2.11	2.40	1.83	2.11	2.53	1.94	2.04	2.43	1.83

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
FAVORABLE	25.7%	31.6%	50.0%	25.0%	32.7%	54.5%	31.8%	9.2%	41.1%	10.0%	22.4%	26.3%	28.9%	21.5%	20.0%	25.4%	34.8%	17.2%	16.0%	19.4%
UNFAVORABLE	16.7%	3.5%	2.8%	18.8%	1.8%	3.0%	13.6%	30.0%	6.6%	10.0%	17.9%	15.8%	21.1%	11.6%	18.3%	15.9%	22.8%	6.9%	30.9%	14.5%
NO OPINION	20.0%	22.8%	16.7%	21.9%	23.6%	15.2%	13.6%	20.8%	18.5%	30.0%	20.9%	20.2%	13.8%	26.4%	18.3%	20.6%	10.9%	32.8%	14.9%	24.2%
NEVER HEARD OF	37.7%	42.1%	30.6%	34.4%	41.8%	27.3%	40.9%	40.0%	33.8%	50.0%	38.8%	37.7%	36.2%	40.5%	43.3%	38.1%	31.5%	43.1%	38.3%	41.9%
Net Diff.	9.0%	28.1%	47.2%	6.2%	30.9%	51.5%	18.2%	-20.8%	34.4%	-	4.5%	10.5%	7.9%	9.9%	1.7%	9.5%	12.0%	10.3%	-14.9%	4.8%
Mean	2.09	2.15	2.48	2.05	2.16	2.54	2.31	1.81	2.34	1.60	2.02	2.10	2.24	1.92	2.03	2.08	2.35	1.73	2.02	1.92

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
FAVORABLE	25.7%	50.0%	23.7%	55.8%	25.0%	25.4%	27.0%	28.1%	22.0%	22.9%	30.3%	17.4%	20.8%	42.9%	31.5%	52.9%	32.4%	22.1%	30.0%	21.7%	26.7%
UNFAVORABLE	16.7%	5.2%	8.5%	1.9%	5.8%	20.9%	6.3%	17.2%	6.0%	24.3%	6.6%	25.0%	11.3%	11.9%	2.7%	5.9%	1.5%	16.0%	17.7%	14.5%	18.3%
NO OPINION	20.0%	12.1%	28.8%	11.5%	26.9%	20.9%	19.0%	21.9%	16.0%	20.0%	21.1%	20.7%	17.0%	21.4%	20.5%	14.7%	22.1%	20.9%	18.5%	21.7%	16.7%
NEVER HEARD OF	37.7%	32.8%	39.0%	30.8%	42.3%	32.8%	47.6%	32.8%	56.0%	32.9%	42.1%	37.0%	50.9%	23.8%	45.2%	26.5%	44.1%	41.1%	33.8%	42.0%	38.3%
Net Diff.	9.0%	44.8%	15.3%	53.8%	19.2%	4.5%	20.6%	10.9%	16.0%	-1.4%	23.7%	-7.6%	9.4%	31.0%	28.8%	47.1%	30.9%	6.1%	12.3%	7.2%	8.3%
Mean	2.09	2.56	1.92	2.64	1.97	2.07	2.15	2.09	2.14	2.04	2.16	1.95	2.08	2.28	2.20	2.52	2.18	2.02	2.17	2.00	2.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
FAVORABLE	25.7%	22.3%	32.9%	9.4%	23.8%	35.9%	40.0%	40.6%	43.2%	18.4%	31.9%	17.5%	32.7%	19.2%	31.3%	11.6%	27.0%	34.1%	36.0%	43.3%	38.0%
UNFAVORABLE	16.7%	17.0%	17.1%	25.9%	22.5%	5.1%	10.0%	2.9%	6.8%	24.3%	9.4%	25.4%	7.3%	23.3%	10.8%	30.5%	14.3%	9.8%	5.3%	3.3%	4.2%
NO OPINION	20.0%	20.2%	20.0%	22.4%	17.5%	19.2%	20.0%	17.4%	18.2%	14.7%	25.4%	15.9%	21.8%	13.7%	27.7%	16.8%	23.8%	9.8%	26.7%	3.3%	25.4%
NEVER HEARD OF	37.7%	40.4%	30.0%	42.4%	36.2%	39.7%	30.0%	39.1%	31.8%	42.6%	33.3%	41.3%	38.2%	43.8%	30.1%	41.1%	34.9%	46.3%	32.0%	50.0%	32.4%
Net Diff.	9.0%	5.3%	15.7%	-16.5%	1.2%	30.8%	30.0%	37.7%	36.4%	-5.9%	22.5%	-7.9%	25.5%	-4.1%	20.5%	-18.9%	12.7%	24.4%	30.7%	40.0%	33.8%
Mean	2.09	2.04	2.18	1.78	2.10	2.28	2.29	2.38	2.37	2.06	2.10	2.03	2.18	2.10	2.05	1.91	2.05	2.45	2.14	2.80	2.19

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
FAVORABLE	25.7%	16.8%	20.0%	21.9%	13.3%	31.6%	37.5%	16.0%	33.8%	13.3%	31.6%	19.5%	31.6%	9.1%	26.8%	30.6%	36.9%	35.9%	40.0%
UNFAVORABLE	16.7%	25.5%	30.0%	25.0%	24.0%	9.6%	15.0%	4.0%	8.5%	26.7%	8.8%	24.7%	10.1%	34.1%	14.1%	10.2%	4.6%	5.1%	3.3%
NO OPINION	20.0%	16.8%	16.7%	21.9%	14.7%	22.8%	20.0%	40.0%	18.3%	20.0%	15.8%	14.3%	27.8%	19.3%	21.1%	12.2%	24.6%	7.7%	23.3%
NEVER HEARD OF	37.7%	40.9%	33.3%	31.2%	48.0%	36.0%	27.5%	40.0%	39.4%	40.0%	43.9%	41.6%	30.4%	37.5%	38.0%	46.9%	33.8%	51.3%	33.3%
Net Diff.	9.0%	-8.8%	-10.0%	-3.1%	-10.7%	22.1%	22.5%	12.0%	25.4%	-13.3%	22.8%	-5.2%	21.5%	-25.0%	12.7%	20.4%	32.3%	30.8%	36.7%
Mean	2.09	2.00	2.05	2.00	1.97	2.14	2.24	1.60	2.26	1.89	2.28	2.09	2.05	1.84	2.09	2.35	2.19	2.58	2.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
FAVORABLE	25.7%	16.6%	36.9%	40.9%	14.3%	-	-	13.5%	36.2%	40.8%	20.0%	-	-	18.9%	37.5%	40.9%	-	-	-		
UNFAVORABLE	16.7%	24.3%	6.9%	4.3%	28.6%	-	33.3%	23.0%	8.6%	6.1%	40.0%	-	-	25.3%	5.6%	3.0%	-	-	66.7%		
NO OPINION	20.0%	20.1%	20.0%	18.3%	28.6%	-	50.0%	16.2%	24.1%	20.4%	20.0%	-	100.0%	23.2%	16.7%	16.7%	50.0%	-	-		
NEVER HEARD OF	37.7%	39.1%	36.2%	36.5%	28.6%	100.0%	16.7%	47.3%	31.0%	32.7%	20.0%	100.0%	-	32.6%	40.3%	39.4%	50.0%	100.0%	33.3%		
Net Diff.	9.0%	-7.7%	30.0%	36.5%	-14.3%	-	-33.3%	-9.5%	27.6%	34.7%	-20.0%	-	-	-6.3%	31.9%	37.9%	-	-	-66.7%		
Mean	2.09	1.94	2.27	2.36	1.80	-	1.40	1.95	2.18	2.30	2.00	-	1.00	1.94	2.35	2.40	1.00	-	2.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
FAVORABLE	25.7%	21.9%	23.1%	36.5%	17.4%	25.9%	22.5%	26.8%	29.7%	22.1%	25.7%	25.9%	16.1%	26.0%	25.4%	21.9%	22.2%	28.1%
UNFAVORABLE	16.7%	15.6%	15.4%	20.3%	14.5%	16.5%	15.5%	17.1%	17.9%	15.6%	16.8%	16.5%	19.4%	16.0%	20.9%	12.5%	20.2%	6.2%
NO OPINION	20.0%	25.0%	15.4%	17.6%	23.2%	20.0%	19.7%	20.2%	18.6%	21.4%	20.1%	20.0%	22.6%	19.0%	17.9%	21.9%	21.2%	15.6%
NEVER HEARD OF	37.7%	37.5%	46.2%	25.7%	44.9%	37.6%	42.3%	36.0%	33.8%	40.9%	37.4%	37.6%	41.9%	39.0%	35.8%	43.8%	36.4%	50.0%
Net Diff.	9.0%	6.2%	7.7%	16.2%	2.9%	9.4%	7.0%	9.6%	11.7%	6.5%	8.9%	9.4%	-3.2%	10.0%	4.5%	9.4%	2.0%	21.9%
Mean	2.09	1.95	2.14	2.25	1.89	2.09	2.05	2.10	2.17	2.01	2.09	2.09	1.89	2.11	2.12	2.00	2.02	2.25



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
FAVORABLE	25.7%	27.5%	27.3%	33.3%	22.2%	28.7%	24.5%	23.5%	27.4%	30.0%	27.0%	20.0%	18.8%	14.3%	21.9%	20.6%	31.9%
UNFAVORABLE	16.7%	12.5%	18.0%	15.4%	17.8%	13.9%	22.6%	16.7%	16.7%	14.0%	11.0%	25.0%	3.1%	9.5%	6.2%	20.6%	22.5%
NO OPINION	20.0%	17.5%	21.1%	19.2%	21.1%	19.1%	22.6%	19.7%	20.2%	13.0%	22.0%	25.0%	31.2%	26.2%	12.5%	23.5%	16.9%
NEVER HEARD OF	37.7%	42.5%	33.6%	32.1%	38.9%	38.3%	30.2%	40.2%	35.7%	43.0%	40.0%	30.0%	46.9%	50.0%	59.4%	35.3%	28.8%
Net Diff.	9.0%	15.0%	9.4%	17.9%	4.4%	14.8%	1.9%	6.8%	10.7%	16.0%	16.0%	-5.0%	15.6%	4.8%	15.6%	-	9.4%
Mean	2.09	2.17	2.09	2.21	2.02	2.15	2.03	2.06	2.11	2.30	2.08	1.93	1.76	1.76	2.23	1.95	2.21

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

6. Opinion: JAMES GAILLIARD

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
FAVORABLE	25.7%	16.4%	27.3%	28.1%	40.0%	37.1%	7.1%	20.8%	10.0%	75.0%	-	26.7%	-	30.8%
UNFAVORABLE	16.7%	10.3%	23.6%	17.2%	16.7%	25.7%	17.9%	20.8%	25.0%	-	100.0%	13.3%	-	15.4%
NO OPINION	20.0%	24.1%	18.2%	18.8%	23.3%	8.6%	35.7%	20.8%	25.0%	-	-	26.7%	50.0%	23.1%
NEVER HEARD OF	37.7%	49.1%	30.9%	35.9%	20.0%	28.6%	39.3%	37.5%	40.0%	25.0%	-	33.3%	50.0%	30.8%
Net Diff.	9.0%	6.0%	3.6%	10.9%	23.3%	11.4%	-10.7%	-	-15.0%	75.0%	-100%	13.3%	-	15.4%
Mean	2.09	1.85	2.13	2.15	2.21	2.40	1.53	2.00	1.75	3.00	2.00	2.00	1.00	2.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
ECONOMIC ISSUES	33.0%	31.6%	31.7%	36.4%	35.9%	15.9%	18.8%	8.3%	55.0%	55.8%	-	14.3%	14.1%	20.0%	27.3%
CRIME/PUBLIC SAFETY	26.3%	27.0%	18.3%	30.7%	24.6%	36.4%	31.2%	50.0%	29.0%	29.5%	-	24.5%	24.6%	20.0%	22.7%
HEALTHCARE ISSUES	16.0%	14.5%	15.0%	19.3%	15.6%	18.2%	21.9%	8.3%	3.1%	2.3%	50.0%	26.5%	27.5%	-	22.7%
EDUCATION ISSUES	12.0%	13.8%	15.0%	6.8%	12.1%	11.4%	9.4%	16.7%	6.9%	7.0%	-	17.0%	16.2%	40.0%	9.1%
CULTURAL/SOCIAL ISSUES	5.7%	5.9%	8.3%	3.4%	6.2%	2.3%	3.1%	-	1.5%	1.6%	-	8.8%	9.2%	-	9.1%
ENVIRONMENTAL ISSUES	3.7%	3.3%	8.3%	1.1%	3.1%	6.8%	9.4%	-	0.8%	0.8%	-	6.8%	6.3%	20.0%	-
DK/REFUSED	3.3%	3.9%	3.3%	2.3%	2.3%	9.1%	6.2%	16.7%	3.8%	3.1%	50.0%	2.0%	2.1%	-	9.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
ECONOMIC ISSUES	33.0%	45.2%	20.9%	26.7%	29.5%	10.0%	31.6%	38.0%	33.5%	44.2%	15.8%	33.7%	31.5%	14.3%	54.0%	33.3%	36.3%	28.6%	50.0%	18.8%	32.5%
CRIME/PUBLIC SAFETY	26.3%	30.8%	16.3%	28.0%	24.4%	20.0%	21.1%	29.1%	26.4%	37.2%	-	19.1%	30.9%	32.5%	24.0%	15.0%	29.2%	28.6%	-	21.9%	26.5%
HEALTHCARE ISSUES	16.0%	9.6%	25.6%	14.7%	20.5%	35.0%	15.8%	12.7%	15.4%	4.7%	26.3%	18.0%	16.8%	23.4%	6.0%	16.7%	15.0%	14.3%	25.0%	25.0%	16.2%
EDUCATION ISSUES	12.0%	10.6%	20.9%	10.7%	10.3%	15.0%	15.8%	10.1%	12.1%	7.0%	31.6%	13.5%	10.1%	16.9%	8.0%	15.0%	8.8%	28.6%	-	18.8%	12.0%
CULTURAL/SOCIAL ISSUES	5.7%	1.9%	11.6%	8.0%	5.1%	20.0%	5.3%	1.3%	6.0%	2.3%	15.8%	5.6%	5.4%	7.8%	2.0%	10.0%	3.5%	-	-	9.4%	5.1%
ENVIRONMENTAL ISSUES	3.7%	1.0%	2.3%	5.3%	6.4%	-	5.3%	5.1%	3.3%	2.3%	5.3%	6.7%	2.0%	2.6%	2.0%	6.7%	3.5%	-	-	3.1%	4.3%
DK/REFUSED	3.3%	1.0%	2.3%	6.7%	3.8%	-	5.3%	3.8%	3.3%	2.3%	5.3%	3.4%	3.4%	2.6%	4.0%	3.3%	3.5%	-	25.0%	3.1%	3.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
ECONOMIC ISSUES	33.0%	22.2%	66.7%	35.7%	35.2%	100.0%	-	-	-	-	-	-	52.5%	52.9%	33.3%	15.7%	15.9%	-	19.0%
CRIME/PUBLIC SAFETY	26.3%	44.4%	-	21.4%	18.8%	-	-	100.0%	-	-	-	-	30.2%	30.1%	33.3%	25.0%	25.4%	-	9.5%
HEALTHCARE ISSUES	16.0%	22.2%	-	11.9%	17.2%	-	100.0%	-	-	-	-	-	2.9%	2.9%	-	25.7%	25.4%	50.0%	38.1%
EDUCATION ISSUES	12.0%	-	-	14.3%	13.3%	-	-	-	100.0%	-	-	-	7.9%	7.4%	33.3%	17.1%	17.4%	-	4.8%
CULTURAL/SOCIAL ISSUES	5.7%	11.1%	33.3%	9.5%	7.0%	-	-	-	-	-	100.0%	-	2.2%	2.2%	-	9.3%	8.7%	50.0%	4.8%
ENVIRONMENTAL ISSUES	3.7%	-	-	2.4%	4.7%	-	-	-	-	100.0%	-	-	0.7%	0.7%	-	6.4%	6.5%	-	4.8%
DK/REFUSED	3.3%	-	-	4.8%	3.9%	-	-	-	-	-	-	100.0%	3.6%	3.7%	-	0.7%	0.7%	-	19.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS			
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16			
ECONOMIC ISSUES	33.0%	51.7%	51.0%	66.7%	12.3%	12.7%	-	20.0%	54.8%	52.9%	53.2%	50.0%	13.3%	13.7%	-	37.5%	29.7%	50.0%	55.4%	32.3%	12.5%			
CRIME/PUBLIC SAFETY	26.3%	27.2%	27.6%	16.7%	25.4%	26.4%	-	25.7%	27.4%	31.1%	31.5%	25.0%	29.2%	29.9%	-	12.5%	10.8%	36.1%	28.6%	25.8%	6.2%			
HEALTHCARE ISSUES	16.0%	7.3%	6.9%	16.7%	23.7%	23.6%	25.0%	28.6%	7.1%	2.5%	1.8%	12.5%	26.7%	27.4%	-	4.2%	32.4%	2.8%	2.7%	25.8%	43.8%			
EDUCATION ISSUES	12.0%	7.9%	8.3%	-	19.3%	19.1%	25.0%	5.7%	7.1%	8.4%	8.1%	12.5%	16.7%	16.2%	33.3%	16.7%	5.4%	5.6%	8.0%	9.7%	6.2%			
CULTURAL/SOCIAL ISSUES	5.7%	2.0%	2.1%	-	10.5%	9.1%	50.0%	5.7%	1.2%	1.7%	1.8%	-	7.5%	6.0%	66.7%	12.5%	8.1%	-	1.8%	3.2%	6.2%			
ENVIRONMENTAL ISSUES	3.7%	1.3%	1.4%	-	6.1%	6.4%	-	5.7%	1.2%	0.8%	0.9%	-	5.0%	5.1%	-	8.3%	5.4%	2.8%	0.9%	3.2%	6.2%			
DK/REFUSED	3.3%	2.6%	2.8%	-	2.6%	2.7%	-	8.6%	1.2%	2.5%	2.7%	-	1.7%	1.7%	-	8.3%	8.1%	2.8%	2.7%	-	18.8%			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 5

	TOTAL	REGISTERED PARTY														REGISTERED PARTY		DK/Ref			
		ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB-LICAN	DEMO-CRATIC		INDEP./OTHER/DK	Indep-endent	Other
		SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE						
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
ECONOMIC ISSUES	33.0%	30.7%	36.5%	28.7%	35.4%	34.3%	29.9%	34.6%	26.8%	26.9%	40.6%	44.6%	32.3%	32.5%	32.3%	57.6%	14.3%	38.2%	42.6%	25.0%	-
CRIME/PUBLIC SAFETY	26.3%	22.9%	36.5%	27.0%	28.5%	30.3%	19.6%	26.9%	24.4%	22.5%	33.7%	33.7%	32.3%	26.0%	32.3%	29.3%	27.1%	20.6%	16.7%	25.0%	100.0%
HEALTHCARE ISSUES	16.0%	18.0%	9.5%	18.3%	11.5%	13.1%	19.6%	16.7%	7.3%	22.0%	6.9%	3.6%	12.9%	16.2%	12.9%	3.3%	27.1%	10.3%	11.1%	8.3%	-
EDUCATION ISSUES	12.0%	13.2%	10.8%	10.4%	13.1%	10.3%	17.5%	9.8%	26.8%	13.7%	8.9%	8.4%	12.9%	12.1%	12.9%	7.6%	13.6%	14.7%	13.0%	25.0%	-
CULTURAL/SOCIAL ISSUES	5.7%	6.8%	2.7%	8.7%	3.8%	4.6%	7.2%	6.0%	7.3%	7.1%	4.0%	3.6%	3.2%	6.0%	3.2%	-	7.9%	8.8%	11.1%	-	-
ENVIRONMENTAL ISSUES	3.7%	5.4%	-	5.2%	3.1%	2.9%	4.1%	3.0%	7.3%	5.5%	1.0%	1.2%	-	4.2%	-	-	6.4%	2.9%	-	16.7%	-
DK/REFUSED	3.3%	2.9%	4.1%	1.7%	4.6%	4.6%	2.1%	3.0%	-	2.2%	5.0%	4.8%	6.5%	3.0%	6.5%	2.2%	3.6%	4.4%	5.6%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
ECONOMIC ISSUES	33.0%	60.0%	17.5%	45.7%	55.8%	12.0%	30.3%	58.8%	14.0%	37.0%	50.0%	14.6%	40.9%	50.0%	14.9%	40.0%
CRIME/PUBLIC SAFETY	26.3%	30.0%	22.8%	20.0%	28.8%	30.1%	21.2%	27.5%	23.3%	19.6%	41.7%	29.2%	22.7%	50.0%	28.7%	13.3%
HEALTHCARE ISSUES	16.0%	-	31.6%	8.6%	5.8%	24.1%	12.1%	3.8%	25.6%	13.0%	-	28.1%	4.5%	-	27.7%	6.7%
EDUCATION ISSUES	12.0%	10.0%	10.5%	8.6%	5.8%	15.7%	21.2%	8.8%	20.9%	17.4%	-	10.4%	9.1%	-	10.6%	6.7%
CULTURAL/SOCIAL ISSUES	5.7%	-	12.3%	14.3%	-	4.8%	3.0%	-	2.3%	6.5%	-	10.4%	13.6%	-	10.6%	20.0%
ENVIRONMENTAL ISSUES	3.7%	-	3.5%	-	-	8.4%	6.1%	-	9.3%	2.2%	-	5.2%	4.5%	-	5.3%	6.7%
DK/REFUSED	3.3%	-	1.8%	2.9%	3.8%	4.8%	6.1%	1.2%	4.7%	4.3%	8.3%	2.1%	4.5%	-	2.1%	6.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY						WHITE CONSERVATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE			
		TRUMP SUPPORTER	TRADITIONAL REPUBLIC.	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
ECONOMIC ISSUES	33.0%	60.7%	50.0%	13.3%	12.5%	14.3%	25.0%	50.4%	45.3%	54.7%	37.5%	19.4%	25.0%	53.1%	10.2%	25.0%	48.0%	9.1%	25.0%	55.7%
CRIME/PUBLIC SAFETY	26.3%	24.6%	42.3%	20.0%	16.7%	23.8%	23.3%	32.4%	31.2%	33.3%	50.0%	16.1%	15.6%	32.8%	22.0%	32.1%	32.0%	18.2%	12.5%	30.2%
HEALTHCARE ISSUES	16.0%	1.6%	3.8%	28.9%	33.3%	23.8%	21.7%	4.3%	7.8%	1.3%	-	32.3%	25.0%	3.1%	27.1%	17.9%	5.3%	24.2%	33.3%	1.9%
EDUCATION ISSUES	12.0%	9.8%	3.8%	14.4%	12.5%	16.7%	18.3%	7.2%	7.8%	6.7%	12.5%	12.9%	18.8%	4.7%	15.3%	17.9%	9.3%	27.3%	25.0%	7.5%
CULTURAL/SOCIAL ISSUES	5.7%	-	-	10.0%	8.3%	11.9%	8.3%	2.2%	3.1%	1.3%	-	12.9%	15.6%	4.7%	8.5%	-	-	6.1%	-	1.9%
ENVIRONMENTAL ISSUES	3.7%	-	-	11.1%	14.6%	7.1%	1.7%	-	-	-	-	6.5%	-	-	13.6%	3.6%	-	12.1%	4.2%	-
DK/REFUSED	3.3%	3.3%	-	2.2%	2.1%	2.4%	1.7%	3.6%	4.7%	2.7%	-	-	-	1.6%	3.4%	3.6%	5.3%	3.0%	-	2.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
ECONOMIC ISSUES	33.0%	15.8%	25.0%	34.4%	16.4%	21.2%	31.8%	52.5%	15.2%	50.0%	34.3%	32.5%	39.5%	22.3%	46.7%	27.0%	34.8%	17.2%	48.9%	24.2%
CRIME/PUBLIC SAFETY	26.3%	21.1%	30.6%	40.6%	20.0%	33.3%	36.4%	32.5%	24.5%	10.0%	16.4%	29.4%	31.6%	21.5%	26.7%	22.2%	34.8%	20.7%	25.5%	27.4%
HEALTHCARE ISSUES	16.0%	31.6%	13.9%	12.5%	30.9%	15.2%	18.2%	3.3%	27.8%	10.0%	17.9%	15.8%	10.5%	24.0%	8.3%	23.8%	12.0%	24.1%	7.4%	17.7%
EDUCATION ISSUES	12.0%	7.0%	13.9%	6.2%	7.3%	12.1%	9.1%	5.8%	16.6%	20.0%	16.4%	10.5%	10.5%	15.7%	5.0%	15.9%	14.1%	15.5%	10.6%	21.0%
CULTURAL/SOCIAL ISSUES	5.7%	12.3%	13.9%	3.1%	12.7%	15.2%	4.5%	1.7%	8.6%	10.0%	3.0%	6.6%	4.6%	7.4%	8.3%	9.5%	2.2%	5.2%	3.2%	1.6%
ENVIRONMENTAL ISSUES	3.7%	10.5%	-	-	10.9%	-	-	-	6.6%	-	7.5%	2.6%	0.7%	8.3%	1.7%	1.6%	-	15.5%	-	8.1%
DK/REFUSED	3.3%	1.8%	2.8%	3.1%	1.8%	3.0%	-	4.2%	0.7%	-	4.5%	2.6%	2.6%	0.8%	3.3%	-	2.2%	1.7%	4.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 9

	TOTAL	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
ECONOMIC ISSUES	33.0%	24.1%	20.3%	23.1%	15.4%	36.6%	27.0%	40.6%	30.0%	32.9%	25.0%	44.6%	34.0%	19.0%	21.9%	14.7%	19.1%	34.4%	31.5%	39.1%	35.0%
CRIME/PUBLIC SAFETY	26.3%	41.4%	15.3%	38.5%	15.4%	27.6%	24.6%	26.6%	22.0%	28.6%	26.3%	22.8%	26.4%	38.1%	23.3%	35.3%	23.5%	28.2%	25.4%	26.1%	23.3%
HEALTHCARE ISSUES	16.0%	15.5%	30.5%	17.3%	32.7%	14.9%	20.6%	12.5%	22.0%	17.1%	19.7%	13.0%	13.2%	19.0%	26.0%	23.5%	26.5%	16.6%	16.2%	14.5%	18.3%
EDUCATION ISSUES	12.0%	10.3%	10.2%	11.5%	9.6%	12.7%	11.9%	9.4%	12.0%	15.7%	11.8%	13.0%	17.0%	11.9%	8.2%	11.8%	8.8%	9.2%	15.4%	8.7%	11.7%
CULTURAL/SOCIAL ISSUES	5.7%	6.9%	13.6%	7.7%	15.4%	6.7%	6.3%	10.9%	10.0%	2.9%	3.9%	4.3%	-	11.9%	11.0%	14.7%	11.8%	5.5%	6.2%	10.1%	8.3%
ENVIRONMENTAL ISSUES	3.7%	1.7%	8.5%	1.9%	9.6%	0.7%	7.9%	-	4.0%	1.4%	10.5%	1.1%	7.5%	-	8.2%	-	8.8%	3.1%	4.6%	-	3.3%
DK/REFUSED	3.3%	-	1.7%	-	1.9%	0.7%	1.6%	-	-	1.4%	2.6%	1.1%	1.9%	-	1.4%	-	1.5%	3.1%	0.8%	1.4%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
ECONOMIC ISSUES	33.0%	30.9%	28.6%	44.7%	37.5%	23.1%	22.0%	20.3%	20.5%	41.2%	23.9%	47.6%	27.3%	35.6%	21.7%	48.4%	25.4%	24.4%	22.7%	20.0%	21.1%
CRIME/PUBLIC SAFETY	26.3%	29.8%	27.1%	24.7%	25.0%	32.1%	26.0%	33.3%	20.5%	31.6%	23.9%	25.4%	23.6%	37.0%	24.1%	28.4%	20.6%	39.0%	26.7%	36.7%	26.8%
HEALTHCARE ISSUES	16.0%	18.1%	14.3%	12.9%	11.2%	20.5%	24.0%	21.7%	27.3%	8.8%	23.2%	9.5%	23.6%	8.2%	22.9%	4.2%	25.4%	19.5%	21.3%	23.3%	22.5%
EDUCATION ISSUES	12.0%	9.6%	18.6%	11.8%	17.5%	6.4%	12.0%	5.8%	13.6%	10.3%	14.5%	9.5%	12.7%	11.0%	15.7%	12.6%	17.5%	4.9%	12.0%	6.7%	11.3%
CULTURAL/SOCIAL ISSUES	5.7%	2.1%	4.3%	2.4%	2.5%	9.0%	12.0%	10.1%	13.6%	2.2%	7.2%	4.8%	9.1%	-	6.0%	1.1%	3.2%	4.9%	10.7%	6.7%	11.3%
ENVIRONMENTAL ISSUES	3.7%	5.3%	5.7%	1.2%	5.0%	5.1%	4.0%	5.8%	4.5%	1.5%	5.8%	-	3.6%	2.7%	7.2%	1.1%	6.3%	2.4%	5.3%	3.3%	5.6%
DK/REFUSED	3.3%	4.3%	1.4%	2.4%	1.2%	3.8%	-	2.9%	-	4.4%	1.4%	3.2%	-	5.5%	2.4%	4.2%	1.6%	4.9%	1.3%	3.3%	1.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
ECONOMIC ISSUES	33.0%	42.3%	43.3%	43.8%	41.3%	23.5%	32.5%	24.0%	18.3%	50.0%	28.1%	36.4%	20.3%	52.3%	26.8%	24.5%	20.0%	23.1%	16.7%
CRIME/PUBLIC SAFETY	26.3%	33.6%	16.7%	40.6%	37.3%	21.3%	20.0%	12.0%	25.4%	26.7%	22.8%	39.0%	20.3%	28.4%	21.1%	42.9%	21.5%	41.0%	21.7%
HEALTHCARE ISSUES	16.0%	10.2%	6.7%	9.4%	12.0%	22.8%	22.5%	16.0%	25.4%	11.7%	22.8%	9.1%	22.8%	4.5%	21.1%	20.4%	24.6%	23.1%	26.7%
EDUCATION ISSUES	12.0%	6.6%	16.7%	3.1%	4.0%	17.6%	17.5%	28.0%	14.1%	5.0%	15.8%	7.8%	19.0%	8.0%	21.1%	4.1%	13.8%	5.1%	13.3%
CULTURAL/SOCIAL ISSUES	5.7%	1.5%	6.7%	-	-	6.6%	2.5%	12.0%	7.0%	3.3%	7.0%	-	6.3%	1.1%	2.8%	2.0%	10.8%	2.6%	11.7%
ENVIRONMENTAL ISSUES	3.7%	0.7%	-	-	1.3%	6.6%	5.0%	8.0%	7.0%	-	3.5%	1.3%	8.9%	-	7.0%	2.0%	6.2%	2.6%	6.7%
DK/REFUSED	3.3%	5.1%	10.0%	3.1%	4.0%	1.5%	-	-	2.8%	3.3%	-	6.5%	2.5%	5.7%	-	4.1%	3.1%	2.6%	3.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
ECONOMIC ISSUES	33.0%	41.4%	22.3%	20.0%	57.1%	-	33.3%	44.6%	29.3%	26.5%	60.0%	-	33.3%	38.9%	16.7%	15.2%	50.0%	-	33.3%
CRIME/PUBLIC SAFETY	26.3%	24.3%	29.2%	27.8%	14.3%	50.0%	66.7%	24.3%	24.1%	20.4%	20.0%	100.0%	66.7%	24.2%	33.3%	33.3%	-	-	66.7%
HEALTHCARE ISSUES	16.0%	11.8%	21.5%	23.5%	14.3%	-	-	12.2%	20.7%	22.4%	20.0%	-	-	11.6%	22.2%	24.2%	-	-	-
EDUCATION ISSUES	12.0%	14.2%	9.2%	9.6%	14.3%	-	-	12.2%	6.9%	8.2%	-	-	-	15.8%	11.1%	10.6%	50.0%	-	-
CULTURAL/SOCIAL ISSUES	5.7%	2.4%	10.0%	11.3%	-	-	-	2.7%	17.2%	20.4%	-	-	-	2.1%	4.2%	4.5%	-	-	-
ENVIRONMENTAL ISSUES	3.7%	3.0%	4.6%	5.2%	-	-	-	1.4%	1.7%	2.0%	-	-	-	4.2%	6.9%	7.6%	-	-	-
DK/REFUSED	3.3%	3.0%	3.1%	2.6%	-	50.0%	-	2.7%	-	-	-	-	-	3.2%	5.6%	4.5%	-	100.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 13

	TOTAL	AGE				AGE CLUSTERS								AGE CLUSTERS: MALE				
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
ECONOMIC ISSUES	33.0%	28.1%	28.2%	35.1%	39.1%	30.6%	28.2%	34.6%	31.7%	34.4%	34.1%	30.6%	38.7%	38.0%	44.8%	31.2%	42.4%	25.0%
CRIME/PUBLIC SAFETY	26.3%	21.9%	23.1%	21.6%	27.5%	32.9%	22.5%	27.6%	22.1%	30.5%	23.8%	32.9%	25.8%	24.0%	20.9%	28.1%	21.2%	34.4%
HEALTHCARE ISSUES	16.0%	12.5%	23.1%	17.6%	11.6%	16.5%	18.3%	15.4%	17.9%	14.3%	15.9%	16.5%	16.1%	16.0%	14.9%	17.2%	15.2%	18.8%
EDUCATION ISSUES	12.0%	25.0%	15.4%	9.5%	7.2%	10.6%	19.7%	9.2%	14.5%	9.1%	12.1%	10.6%	9.7%	9.0%	6.0%	12.5%	7.1%	15.6%
CULTURAL/SOCIAL ISSUES	5.7%	9.4%	2.6%	5.4%	7.2%	4.7%	5.6%	5.7%	5.5%	5.8%	6.1%	4.7%	9.7%	9.0%	7.5%	10.9%	10.1%	6.2%
ENVIRONMENTAL ISSUES	3.7%	3.1%	2.6%	4.1%	4.3%	3.5%	2.8%	3.9%	3.4%	3.9%	3.7%	3.5%	-	2.0%	3.0%	-	2.0%	-
DK/REFUSED	3.3%	-	5.1%	6.8%	2.9%	1.2%	2.8%	3.5%	4.8%	1.9%	4.2%	1.2%	-	2.0%	3.0%	-	2.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
ECONOMIC ISSUES	33.0%	20.0%	32.0%	20.5%	36.7%	27.0%	34.0%	37.9%	29.2%	28.0%	34.0%	37.0%	21.9%	23.8%	46.9%	32.4%	35.0%
CRIME/PUBLIC SAFETY	26.3%	20.0%	30.5%	23.1%	32.2%	26.1%	32.1%	24.2%	28.0%	32.0%	27.0%	20.0%	31.2%	23.8%	18.8%	32.4%	26.2%
HEALTHCARE ISSUES	16.0%	20.0%	14.8%	20.5%	12.2%	16.5%	15.1%	15.9%	16.1%	20.0%	14.0%	14.0%	9.4%	26.2%	21.9%	8.8%	15.0%
EDUCATION ISSUES	12.0%	27.5%	9.4%	21.8%	6.7%	16.5%	7.5%	9.8%	13.7%	7.0%	15.0%	14.0%	9.4%	14.3%	9.4%	11.8%	12.5%
CULTURAL/SOCIAL ISSUES	5.7%	2.5%	3.1%	3.8%	2.2%	2.6%	3.8%	9.1%	3.0%	7.0%	5.0%	5.0%	18.8%	2.4%	-	11.8%	3.8%
ENVIRONMENTAL ISSUES	3.7%	5.0%	5.5%	3.8%	6.7%	5.2%	5.7%	1.5%	5.4%	4.0%	2.0%	5.0%	6.2%	7.1%	3.1%	-	3.1%
DK/REFUSED	3.3%	5.0%	4.7%	6.4%	3.3%	6.1%	1.9%	1.5%	4.8%	2.0%	3.0%	5.0%	3.1%	2.4%	-	2.9%	4.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

7. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
ECONOMIC ISSUES	33.0%	31.0%	32.7%	29.7%	43.3%	37.1%	32.1%	45.8%	50.0%	25.0%	-	40.0%	50.0%	38.5%
CRIME/PUBLIC SAFETY	26.3%	28.4%	27.3%	21.9%	23.3%	28.6%	28.6%	20.8%	25.0%	-	-	6.7%	-	7.7%
HEALTHCARE ISSUES	16.0%	14.7%	18.2%	18.8%	13.3%	14.3%	3.6%	12.5%	15.0%	-	100.0%	13.3%	-	15.4%
EDUCATION ISSUES	12.0%	12.9%	7.3%	12.5%	16.7%	11.4%	17.9%	12.5%	5.0%	50.0%	-	13.3%	50.0%	7.7%
CULTURAL/SOCIAL ISSUES	5.7%	6.0%	7.3%	6.2%	-	5.7%	10.7%	8.3%	5.0%	25.0%	-	6.7%	-	7.7%
ENVIRONMENTAL ISSUES	3.7%	4.3%	1.8%	4.7%	3.3%	2.9%	3.6%	-	-	-	-	6.7%	-	7.7%
DK/REFUSED	3.3%	2.6%	5.5%	6.2%	-	-	3.6%	-	-	-	-	13.3%	-	15.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
TED BUDD: REPUBLICAN	46.3%	43.4%	43.3%	53.4%	48.8%	31.8%	34.4%	25.0%	98.5%	98.4%	100.0%	3.4%	3.5%	-	22.7%
Vote	45.3%	42.8%	40.0%	53.4%	48.0%	29.5%	34.4%	16.7%	96.2%	96.1%	100.0%	3.4%	3.5%	-	22.7%
Lean	1.0%	0.7%	3.3%	-	0.8%	2.3%	-	8.3%	2.3%	2.3%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	48.7%	53.3%	38.6%	46.5%	47.7%	50.0%	41.7%	0.8%	0.8%	-	90.5%	90.1%	100.0%	27.3%
Vote	46.0%	48.0%	53.3%	37.5%	45.7%	47.7%	50.0%	41.7%	0.8%	0.8%	-	89.8%	89.4%	100.0%	22.7%
Lean	0.7%	0.7%	-	1.1%	0.8%	-	-	-	-	-	-	0.7%	0.7%	-	4.5%
FIRM UNDECIDED	7.0%	7.9%	3.3%	8.0%	4.7%	20.5%	15.6%	33.3%	0.8%	0.8%	-	6.1%	6.3%	-	50.0%
Net Diff.	-0.3%	-5.3%	-10.0%	14.8%	2.3%	-15.9%	-15.6%	-16.7%	97.7%	97.7%	100.0%	-87.1%	-86.6%	-100%	-4.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
TED BUDD: REPUBLICAN	46.3%	71.2%	20.9%	38.7%	34.6%	35.0%	47.4%	57.0%	42.9%	90.7%	26.3%	46.1%	36.2%	18.2%	82.0%	46.7%	49.6%	71.4%	75.0%	46.9%	52.1%
Vote	45.3%	68.3%	20.9%	38.7%	34.6%	35.0%	47.4%	55.7%	41.8%	88.4%	26.3%	44.9%	35.6%	18.2%	80.0%	45.0%	48.7%	71.4%	75.0%	46.9%	51.3%
Lean	1.0%	2.9%	-	-	-	-	-	1.3%	1.1%	2.3%	-	1.1%	0.7%	-	2.0%	1.7%	0.9%	-	-	-	0.9%
CHERI BEASLEY: DEMOCRAT	46.7%	26.9%	79.1%	50.7%	51.3%	65.0%	52.6%	39.2%	47.3%	9.3%	73.7%	51.7%	51.0%	76.6%	16.0%	50.0%	38.1%	28.6%	25.0%	53.1%	45.3%
Vote	46.0%	26.9%	76.7%	50.7%	50.0%	60.0%	52.6%	39.2%	46.7%	9.3%	73.7%	50.6%	50.3%	75.3%	16.0%	50.0%	37.2%	28.6%	25.0%	50.0%	44.4%
Lean	0.7%	-	2.3%	-	1.3%	5.0%	-	-	0.5%	-	-	1.1%	0.7%	1.3%	-	-	0.9%	-	-	3.1%	0.9%
FIRM UNDECIDED	7.0%	1.9%	-	10.7%	14.1%	-	-	3.8%	9.9%	-	-	2.2%	12.8%	5.2%	2.0%	3.3%	12.4%	-	-	-	2.6%
Net Diff.	-0.3%	44.2%	-58.1%	-12.0%	-16.7%	-30.0%	-5.3%	17.7%	-4.4%	81.4%	-47.4%	-5.6%	-14.8%	-58.4%	66.0%	-3.3%	11.5%	42.9%	50.0%	-6.2%	6.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
TED BUDD: REPUBLICAN	46.3%	77.8%	66.7%	73.8%	54.7%	73.7%	8.3%	53.2%	30.6%	9.1%	17.6%	50.0%	100.0%	100.0%	100.0%	-	-	-	-
Vote	45.3%	77.8%	66.7%	71.4%	53.1%	72.7%	8.3%	51.9%	27.8%	9.1%	17.6%	50.0%	97.8%	100.0%	-	-	-	-	-
Lean	1.0%	-	-	2.4%	1.6%	1.0%	-	1.3%	2.8%	-	-	-	2.2%	-	100.0%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	22.2%	33.3%	26.2%	43.8%	22.2%	75.0%	44.3%	66.7%	81.8%	76.5%	10.0%	-	-	-	100.0%	100.0%	100.0%	-
Vote	46.0%	22.2%	33.3%	26.2%	43.0%	22.2%	72.9%	44.3%	66.7%	81.8%	70.6%	10.0%	-	-	-	98.6%	100.0%	-	-
Lean	0.7%	-	-	-	0.8%	-	2.1%	-	-	-	5.9%	-	-	-	-	1.4%	-	100.0%	-
FIRM UNDECIDED	7.0%	-	-	-	1.6%	4.0%	16.7%	2.5%	2.8%	9.1%	5.9%	40.0%	-	-	-	-	-	-	100.0%
Net Diff.	-0.3%	55.6%	33.3%	47.6%	10.9%	51.5%	-66.7%	8.9%	-36.1%	-72.7%	-58.8%	40.0%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16	
TED BUDD: REPUBLICAN	46.3%	83.4%	84.8%	50.0%	5.3%	5.5%	-	20.0%	86.9%	98.3%	100.0%	75.0%	3.3%	3.4%	-	29.2%	29.7%	100.0%	99.1%	32.3%	-	
Vote	45.3%	81.5%	82.8%	50.0%	5.3%	5.5%	-	20.0%	83.3%	96.6%	99.1%	62.5%	3.3%	3.4%	-	29.2%	27.0%	97.2%	97.3%	29.0%	-	
Lean	1.0%	2.0%	2.1%	-	-	-	-	-	3.6%	1.7%	0.9%	12.5%	-	-	-	-	2.7%	2.8%	1.8%	3.2%	-	
CHERI BEASLEY: DEMOCRAT	46.7%	14.6%	13.8%	33.3%	93.9%	93.6%	100.0%	31.4%	11.9%	0.8%	-	12.5%	95.0%	94.9%	100.0%	70.8%	21.6%	-	-	61.3%	-	
Vote	46.0%	14.6%	13.8%	33.3%	93.0%	92.7%	100.0%	28.6%	11.9%	0.8%	-	12.5%	94.2%	94.0%	100.0%	70.8%	18.9%	-	-	61.3%	-	
Lean	0.7%	-	-	-	0.9%	0.9%	-	2.9%	-	-	-	-	0.8%	0.9%	-	-	2.7%	-	-	-	-	
FIRM UNDECIDED	7.0%	2.0%	1.4%	16.7%	0.9%	0.9%	-	48.6%	1.2%	0.8%	-	12.5%	1.7%	1.7%	-	-	48.6%	-	0.9%	6.5%	100.0%	
Net Diff.	-0.3%	68.9%	71.0%	16.7%	-88.6%	-88.2%	-100%	-11.4%	75.0%	97.5%	100.0%	62.5%	-91.7%	-91.5%	-100%	-41.7%	8.1%	100.0%	99.1%	-29.0%	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 5

	TOTAL																REGISTERED PARTY				
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
TED BUDD: REPUBLICAN	46.3%	39.5%	58.1%	40.0%	52.3%	54.9%	30.9%	52.1%	29.3%	26.4%	78.2%	83.1%	61.3%	44.2%	61.3%	97.8%	9.3%	52.9%	53.7%	41.7%	100.0%
Vote	45.3%	38.5%	58.1%	39.1%	51.5%	53.1%	30.9%	51.3%	26.8%	26.4%	76.2%	81.9%	58.1%	43.8%	58.1%	97.8%	8.6%	50.0%	51.9%	41.7%	50.0%
Lean	1.0%	1.0%	-	0.9%	0.8%	1.7%	-	0.9%	2.4%	-	2.0%	1.2%	3.2%	0.4%	3.2%	-	0.7%	2.9%	1.9%	-	50.0%
CHERI BEASLEY: DEMOCRAT	46.7%	53.7%	37.8%	56.5%	40.8%	39.4%	62.9%	41.0%	70.7%	64.8%	19.8%	13.3%	35.5%	48.7%	35.5%	1.1%	80.0%	39.7%	40.7%	41.7%	-
Vote	46.0%	53.2%	36.5%	55.7%	40.8%	38.9%	62.9%	40.2%	70.7%	63.7%	19.8%	13.3%	35.5%	47.9%	35.5%	1.1%	78.6%	39.7%	40.7%	41.7%	-
Lean	0.7%	0.5%	1.4%	0.9%	-	0.6%	-	0.9%	-	1.1%	-	-	-	0.8%	-	-	1.4%	-	-	-	-
FIRM UNDECIDED	7.0%	6.8%	4.1%	3.5%	6.9%	5.7%	6.2%	6.8%	-	8.8%	2.0%	3.6%	3.2%	7.2%	3.2%	1.1%	10.7%	7.4%	5.6%	16.7%	-
Net Diff.	-0.3%	-14.1%	20.3%	-16.5%	11.5%	15.4%	-32.0%	11.1%	-41.5%	-38.5%	58.4%	69.9%	25.8%	-4.5%	25.8%	96.7%	-70.7%	13.2%	13.0%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
TED BUDD: REPUBLICAN	46.3%	100.0%	8.8%	68.6%	96.2%	9.6%	36.4%	97.5%	18.6%	60.9%	100.0%	5.2%	36.4%	100.0%	5.3%	13.3%
Vote	45.3%	100.0%	8.8%	62.9%	96.2%	8.4%	36.4%	97.5%	16.3%	56.5%	100.0%	5.2%	36.4%	100.0%	5.3%	13.3%
Lean	1.0%	-	-	5.7%	-	1.2%	-	-	2.3%	4.3%	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	-	78.9%	28.6%	1.9%	80.7%	51.5%	1.2%	74.4%	34.8%	-	83.3%	50.0%	-	83.0%	66.7%
Vote	46.0%	-	75.4%	28.6%	1.9%	80.7%	51.5%	1.2%	74.4%	34.8%	-	81.2%	50.0%	-	80.9%	66.7%
Lean	0.7%	-	3.5%	-	-	-	-	-	-	-	-	2.1%	-	-	2.1%	-
FIRM UNDECIDED	7.0%	-	12.3%	2.9%	1.9%	9.6%	12.1%	1.2%	7.0%	4.3%	-	11.5%	13.6%	-	11.7%	20.0%
Net Diff.	-0.3%	100.0%	-70.2%	40.0%	94.2%	-71.1%	-15.2%	96.2%	-55.8%	26.1%	100.0%	-78.1%	-13.6%	100.0%	-77.7%	-53.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
TED BUDD: REPUBLICAN	46.3%	100.0%	92.3%	4.4%	4.2%	4.8%	20.0%	84.9%	73.4%	94.7%	50.0%	3.2%	18.8%	93.8%	5.1%	21.4%	77.3%	12.1%	29.2%	92.5%
Vote	45.3%	100.0%	92.3%	4.4%	4.2%	4.8%	20.0%	83.5%	70.3%	94.7%	50.0%	3.2%	18.8%	90.6%	5.1%	21.4%	77.3%	12.1%	29.2%	90.6%
Lean	1.0%	-	-	-	-	-	-	1.4%	3.1%	-	-	-	-	3.1%	-	-	-	-	-	1.9%
CHERI BEASLEY: DEMOCRAT	46.7%	-	3.8%	86.7%	85.4%	88.1%	68.3%	11.5%	18.8%	5.3%	37.5%	87.1%	68.8%	6.2%	86.4%	67.9%	16.0%	87.9%	62.5%	4.7%
Vote	46.0%	-	3.8%	86.7%	85.4%	88.1%	65.0%	11.5%	18.8%	5.3%	37.5%	87.1%	62.5%	6.2%	86.4%	67.9%	16.0%	87.9%	62.5%	4.7%
Lean	0.7%	-	-	-	-	-	3.3%	-	-	-	-	-	6.2%	-	-	-	-	-	-	-
FIRM UNDECIDED	7.0%	-	3.8%	8.9%	10.4%	7.1%	11.7%	3.6%	7.8%	-	12.5%	9.7%	12.5%	-	8.5%	10.7%	6.7%	-	8.3%	2.8%
Net Diff.	-0.3%	100.0%	88.5%	-82.2%	-81.2%	-83.3%	-48.3%	73.4%	54.7%	89.3%	12.5%	-83.9%	-50.0%	87.5%	-81.4%	-46.4%	61.3%	-75.8%	-33.3%	87.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
TED BUDD: REPUBLICAN	46.3%	-	13.9%	62.5%	-	9.1%	45.5%	95.8%	5.3%	40.0%	44.8%	46.9%	59.9%	28.9%	68.3%	34.9%	54.3%	22.4%	81.9%	43.5%
Vote	45.3%	-	13.9%	62.5%	-	9.1%	45.5%	95.0%	5.3%	30.0%	40.3%	46.9%	58.6%	28.1%	66.7%	33.3%	53.3%	22.4%	79.8%	41.9%
Lean	1.0%	-	-	-	-	-	-	0.8%	-	10.0%	4.5%	-	1.3%	0.8%	1.7%	1.6%	1.1%	-	2.1%	1.6%
CHERI BEASLEY: DEMOCRAT	46.7%	86.0%	72.2%	34.4%	85.5%	75.8%	50.0%	1.7%	86.1%	50.0%	47.8%	46.5%	34.9%	62.0%	26.7%	57.1%	40.2%	67.2%	14.9%	51.6%
Vote	46.0%	86.0%	66.7%	34.4%	85.5%	69.7%	50.0%	1.7%	84.8%	50.0%	47.8%	45.6%	34.9%	60.3%	26.7%	54.0%	40.2%	67.2%	14.9%	51.6%
Lean	0.7%	-	5.6%	-	-	6.1%	-	-	1.3%	-	-	0.9%	-	1.7%	-	3.2%	-	-	-	-
FIRM UNDECIDED	7.0%	14.0%	13.9%	3.1%	14.5%	15.2%	4.5%	2.5%	8.6%	10.0%	7.5%	6.6%	5.3%	9.1%	5.0%	7.9%	5.4%	10.3%	3.2%	4.8%
Net Diff.	-0.3%	-86.0%	-58.3%	28.1%	-85.5%	-66.7%	-4.5%	94.2%	-80.8%	-10.0%	-3.0%	0.4%	25.0%	-33.1%	41.7%	-22.2%	14.1%	-44.8%	67.0%	-8.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
TED BUDD: REPUBLICAN	46.3%	24.1%	13.6%	15.4%	7.7%	61.2%	23.8%	68.8%	22.0%	54.3%	25.0%	72.8%	47.2%	35.7%	6.8%	23.5%	2.9%	46.0%	45.4%	46.4%	56.7%	
Vote	45.3%	24.1%	13.6%	15.4%	7.7%	59.7%	23.8%	67.2%	22.0%	52.9%	25.0%	70.7%	47.2%	35.7%	6.8%	23.5%	2.9%	46.0%	43.1%	46.4%	53.3%	
Lean	1.0%	-	-	-	-	1.5%	-	1.6%	-	1.4%	-	2.2%	-	-	-	-	-	-	2.3%	-	3.3%	
CHERI BEASLEY: DEMOCRAT	46.7%	67.2%	72.9%	75.0%	76.9%	37.3%	64.3%	31.2%	64.0%	42.9%	64.5%	26.1%	45.3%	61.9%	78.1%	73.5%	80.9%	47.2%	48.5%	46.4%	38.3%	
Vote	46.0%	67.2%	69.5%	75.0%	73.1%	37.3%	62.7%	31.2%	60.0%	42.9%	64.5%	26.1%	45.3%	61.9%	75.3%	73.5%	77.9%	46.6%	47.7%	44.9%	36.7%	
Lean	0.7%	-	3.4%	-	3.8%	-	1.6%	-	4.0%	-	-	-	-	-	2.7%	-	2.9%	0.6%	0.8%	1.4%	1.7%	
FIRM UNDECIDED	7.0%	8.6%	13.6%	9.6%	15.4%	1.5%	11.9%	-	14.0%	2.9%	10.5%	1.1%	7.5%	2.4%	15.1%	2.9%	16.2%	6.7%	6.2%	7.2%	5.0%	
Net Diff.	-0.3%	-43.1%	-59.3%	-59.6%	-69.2%	23.9%	-40.5%	37.5%	-42.0%	11.4%	-39.5%	46.7%	1.9%	-26.2%	-71.2%	-50.0%	-77.9%	-1.2%	-3.1%	-	18.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
TED BUDD: REPUBLICAN	46.3%	45.7%	35.7%	72.9%	60.0%	16.7%	22.0%	8.7%	13.6%	76.5%	17.4%	82.5%	18.2%	71.2%	16.9%	90.5%	30.2%	43.9%	6.7%	26.7%	4.2%
Vote	45.3%	45.7%	34.3%	72.9%	56.2%	16.7%	22.0%	8.7%	13.6%	74.3%	17.4%	79.4%	18.2%	69.9%	16.9%	87.4%	30.2%	43.9%	6.7%	26.7%	4.2%
Lean	1.0%	-	1.4%	-	3.8%	-	-	-	-	2.2%	-	3.2%	-	1.4%	-	3.2%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	47.9%	57.1%	24.7%	35.0%	71.8%	70.0%	78.3%	77.3%	17.6%	77.5%	12.7%	78.2%	21.9%	77.1%	6.3%	66.7%	43.9%	86.7%	56.7%	88.7%
Vote	46.0%	47.9%	57.1%	24.7%	35.0%	70.5%	68.0%	76.8%	75.0%	17.6%	76.8%	12.7%	76.4%	21.9%	77.1%	6.3%	66.7%	43.9%	85.3%	56.7%	87.3%
Lean	0.7%	-	-	-	-	1.3%	2.0%	1.4%	2.3%	-	0.7%	-	1.8%	-	-	-	-	-	1.3%	-	1.4%
FIRM UNDECIDED	7.0%	6.4%	7.1%	2.4%	5.0%	11.5%	8.0%	13.0%	9.1%	5.9%	5.1%	4.8%	3.6%	6.8%	6.0%	3.2%	3.2%	12.2%	6.7%	16.7%	7.0%
Net Diff.	-0.3%	-2.1%	-21.4%	48.2%	25.0%	-55.1%	-48.0%	-69.6%	-63.6%	58.8%	-60.1%	69.8%	-60.0%	49.3%	-60.2%	84.2%	-36.5%	-	-80.0%	-30.0%	-84.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
TED BUDD: REPUBLICAN	46.3%	73.7%	80.0%	78.1%	69.3%	19.9%	40.0%	12.0%	11.3%	78.3%	28.1%	70.1%	13.9%	94.3%	31.0%	36.7%	7.7%	23.1%	3.3%
Vote	45.3%	72.3%	76.7%	78.1%	68.0%	19.9%	40.0%	12.0%	11.3%	75.0%	28.1%	70.1%	13.9%	92.0%	31.0%	36.7%	7.7%	23.1%	3.3%
Lean	1.0%	1.5%	3.3%	-	1.3%	-	-	-	-	3.3%	-	-	-	2.3%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	20.4%	16.7%	21.9%	21.3%	74.3%	60.0%	84.0%	78.9%	15.0%	68.4%	24.7%	78.5%	3.4%	64.8%	51.0%	84.6%	61.5%	88.3%
Vote	46.0%	20.4%	16.7%	21.9%	21.3%	73.5%	60.0%	84.0%	77.5%	15.0%	66.7%	24.7%	78.5%	3.4%	64.8%	51.0%	83.1%	61.5%	86.7%
Lean	0.7%	-	-	-	-	0.7%	-	-	1.4%	-	1.8%	-	-	-	-	-	1.5%	-	1.7%
FIRM UNDECIDED	7.0%	5.8%	3.3%	-	9.3%	5.9%	-	4.0%	9.9%	6.7%	3.5%	5.2%	7.6%	2.3%	4.2%	12.2%	7.7%	15.4%	8.3%
Net Diff.	-0.3%	53.3%	63.3%	56.2%	48.0%	-54.4%	-20.0%	-72.0%	-67.6%	63.3%	-40.4%	45.5%	-64.6%	90.9%	-33.8%	-14.3%	-76.9%	-38.5%	-85.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
TED BUDD: REPUBLICAN	46.3%	67.5%	19.2%	11.3%	71.4%	50.0%	100.0%	77.0%	20.7%	10.2%	80.0%	-	100.0%	60.0%	18.1%	12.1%	50.0%	100.0%	100.0%
Vote	45.3%	65.7%	19.2%	11.3%	71.4%	50.0%	100.0%	74.3%	20.7%	10.2%	80.0%	-	100.0%	58.9%	18.1%	12.1%	50.0%	100.0%	100.0%
Lean	1.0%	1.8%	-	-	-	-	-	2.7%	-	-	-	-	-	1.1%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	29.0%	70.0%	76.5%	28.6%	50.0%	-	20.3%	69.0%	77.6%	20.0%	100.0%	-	35.8%	70.8%	75.8%	50.0%	-	-
Vote	46.0%	29.0%	68.5%	74.8%	28.6%	50.0%	-	20.3%	65.5%	73.5%	20.0%	100.0%	-	35.8%	70.8%	75.8%	50.0%	-	-
Lean	0.7%	-	1.5%	1.7%	-	-	-	3.4%	4.1%	-	-	-	-	-	-	-	-	-	-
FIRM UNDECIDED	7.0%	3.6%	10.8%	12.2%	-	-	-	2.7%	10.3%	12.2%	-	-	-	4.2%	11.1%	12.1%	-	-	-
Net Diff.	-0.3%	38.5%	-50.8%	-65.2%	42.9%	-	100.0%	56.8%	-48.3%	-67.3%	60.0%	-100%	100.0%	24.2%	-52.8%	-63.6%	-	100.0%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
TED BUDD: REPUBLICAN	46.3%	43.8%	43.6%	36.5%	49.3%	54.1%	43.7%	46.9%	40.0%	51.9%	43.0%	54.1%	58.1%	50.0%	50.7%	53.1%	49.5%	59.4%
Vote	45.3%	40.6%	41.0%	36.5%	47.8%	54.1%	40.8%	46.5%	38.6%	51.3%	41.6%	54.1%	54.8%	49.0%	49.3%	51.6%	47.5%	59.4%
Lean	1.0%	3.1%	2.6%	-	1.4%	-	2.8%	0.4%	1.4%	0.6%	1.4%	-	3.2%	1.0%	1.5%	1.6%	2.0%	-
CHERI BEASLEY: DEMOCRAT	46.7%	50.0%	48.7%	55.4%	42.0%	41.2%	49.3%	46.1%	52.4%	41.6%	49.1%	41.2%	35.5%	44.0%	41.8%	42.2%	43.4%	37.5%
Vote	46.0%	50.0%	46.2%	55.4%	40.6%	41.2%	47.9%	45.6%	51.7%	40.9%	48.1%	41.2%	32.3%	43.0%	40.3%	40.6%	41.4%	37.5%
Lean	0.7%	-	2.6%	-	1.4%	-	1.4%	0.4%	0.7%	0.6%	0.9%	-	3.2%	1.0%	1.5%	1.6%	2.0%	-
FIRM UNDECIDED	7.0%	6.2%	7.7%	8.1%	8.7%	4.7%	7.0%	7.0%	7.6%	6.5%	7.9%	4.7%	6.5%	6.0%	7.5%	4.7%	7.1%	3.1%
Net Diff.	-0.3%	-6.2%	-5.1%	-18.9%	7.2%	12.9%	-5.6%	0.9%	-12.4%	10.4%	-6.1%	12.9%	22.6%	6.0%	9.0%	10.9%	6.1%	21.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
TED BUDD: REPUBLICAN	46.3%	32.5%	44.5%	30.8%	51.1%	37.4%	50.9%	52.3%	41.7%	50.0%	46.0%	43.0%	34.4%	33.3%	50.0%	64.7%	47.5%
Vote	45.3%	30.0%	44.5%	29.5%	51.1%	36.5%	50.9%	50.8%	41.1%	50.0%	46.0%	40.0%	34.4%	33.3%	50.0%	61.8%	46.2%
Lean	1.0%	2.5%	-	1.3%	-	0.9%	-	1.5%	0.6%	-	-	3.0%	-	-	-	2.9%	1.2%
CHERI BEASLEY: DEMOCRAT	46.7%	60.0%	47.7%	61.5%	41.1%	53.9%	43.4%	41.7%	50.6%	43.0%	49.0%	48.0%	53.1%	59.5%	40.6%	35.3%	45.6%
Vote	46.0%	60.0%	47.7%	61.5%	41.1%	53.9%	43.4%	40.2%	50.6%	43.0%	48.0%	47.0%	50.0%	59.5%	40.6%	35.3%	45.0%
Lean	0.7%	-	-	-	-	-	-	1.5%	-	-	1.0%	1.0%	3.1%	-	-	-	0.6%
FIRM UNDECIDED	7.0%	7.5%	7.8%	7.7%	7.8%	8.7%	5.7%	6.1%	7.7%	7.0%	5.0%	9.0%	12.5%	7.1%	9.4%	-	6.9%
Net Diff.	-0.3%	-27.5%	-3.1%	-30.8%	10.0%	-16.5%	7.5%	10.6%	-8.9%	7.0%	-3.0%	-5.0%	-18.8%	-26.2%	9.4%	29.4%	1.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

8. If the general election for US Senate was being held today, for whom would you vote?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
TED BUDD: REPUBLICAN	46.3%	43.1%	50.9%	42.2%	43.3%	60.0%	50.0%	79.2%	90.0%	25.0%	-	20.0%	-	23.1%
Vote	45.3%	43.1%	50.9%	40.6%	40.0%	57.1%	50.0%	70.8%	80.0%	25.0%	-	20.0%	-	23.1%
Lean	1.0%	-	-	1.6%	3.3%	2.9%	-	8.3%	10.0%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.7%	48.3%	41.8%	51.6%	50.0%	37.1%	42.9%	16.7%	10.0%	50.0%	100.0%	66.7%	50.0%	69.2%
Vote	46.0%	47.4%	41.8%	50.0%	50.0%	37.1%	42.9%	16.7%	10.0%	50.0%	100.0%	66.7%	50.0%	69.2%
Lean	0.7%	0.9%	-	1.6%	-	-	-	-	-	-	-	-	-	-
FIRM UNDECIDED	7.0%	8.6%	7.3%	6.2%	6.7%	2.9%	7.1%	4.2%	-	25.0%	-	13.3%	50.0%	7.7%
Net Diff.	-0.3%	-5.2%	9.1%	-9.4%	-6.7%	22.9%	7.1%	62.5%	80.0%	-25.0%	-100%	-46.7%	-50.0%	-46.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
LISA BARNES: REPUBLICAN	50.3%	51.3%	36.7%	58.0%	52.0%	40.9%	40.6%	41.7%	93.1%	93.8%	50.0%	15.6%	16.2%	-	27.3%
Vote	48.3%	48.0%	35.0%	58.0%	50.0%	38.6%	40.6%	33.3%	90.8%	91.5%	50.0%	14.3%	14.8%	-	22.7%
Lean	2.0%	3.3%	1.7%	-	2.0%	2.3%	-	8.3%	2.3%	2.3%	-	1.4%	1.4%	-	4.5%
MARK SPEED: DEMOCRAT	38.0%	37.5%	51.7%	29.5%	38.3%	36.4%	40.6%	25.0%	3.8%	3.1%	50.0%	72.8%	72.5%	80.0%	9.1%
Vote	36.7%	34.9%	51.7%	29.5%	36.7%	36.4%	40.6%	25.0%	3.8%	3.1%	50.0%	70.1%	70.4%	60.0%	9.1%
Lean	1.3%	2.6%	-	-	1.6%	-	-	-	-	-	-	2.7%	2.1%	20.0%	-
FIRM UNDECIDED	11.7%	11.2%	11.7%	12.5%	9.8%	22.7%	18.8%	33.3%	3.1%	3.1%	-	11.6%	11.3%	20.0%	63.6%
Net Diff.	12.3%	13.8%	-15.0%	28.4%	13.7%	4.5%	-	16.7%	89.3%	90.7%	-	-57.1%	-56.3%	-80.0%	18.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
LISA BARNES: REPUBLICAN	50.3%	80.8%	16.3%	41.3%	37.2%	30.0%	42.1%	57.0%	50.5%	88.4%	36.8%	47.2%	43.0%	28.6%	82.0%	50.0%	51.3%	71.4%	50.0%	40.6%	50.4%
Vote	48.3%	79.8%	14.0%	40.0%	33.3%	30.0%	42.1%	54.4%	48.4%	88.4%	36.8%	46.1%	39.6%	27.3%	82.0%	46.7%	48.7%	71.4%	50.0%	40.6%	48.7%
Lean	2.0%	1.0%	2.3%	1.3%	3.8%	-	-	2.5%	2.2%	-	-	1.1%	3.4%	1.3%	-	3.3%	2.7%	-	-	-	1.7%
MARK SPEED: DEMOCRAT	38.0%	17.3%	74.4%	42.7%	41.0%	70.0%	57.9%	30.4%	35.7%	11.6%	63.2%	43.8%	38.9%	63.6%	14.0%	41.7%	29.2%	28.6%	50.0%	59.4%	41.0%
Vote	36.7%	16.3%	74.4%	38.7%	41.0%	70.0%	52.6%	29.1%	34.6%	11.6%	63.2%	43.8%	36.2%	63.6%	10.0%	40.0%	28.3%	28.6%	50.0%	59.4%	39.3%
Lean	1.3%	1.0%	-	4.0%	-	-	5.3%	1.3%	1.1%	-	-	-	2.7%	-	4.0%	1.7%	0.9%	-	-	-	1.7%
FIRM UNDECIDED	11.7%	1.9%	9.3%	16.0%	21.8%	-	-	12.7%	13.7%	-	-	9.0%	18.1%	7.8%	4.0%	8.3%	19.5%	-	-	-	8.5%
Net Diff.	12.3%	63.5%	-58.1%	-1.3%	-3.8%	-40.0%	-15.8%	26.6%	14.8%	76.7%	-26.3%	3.4%	4.0%	-35.1%	68.0%	8.3%	22.1%	42.9%	-	-18.8%	9.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO -MENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
LISA BARNES: REPUBLICAN	50.3%	88.9%	66.7%	71.4%	54.7%	78.8%	22.9%	51.9%	33.3%	18.2%	17.6%	40.0%	90.6%	90.4%	100.0%	15.7%	15.9%	-	14.3%
Vote	48.3%	88.9%	66.7%	71.4%	53.9%	74.7%	20.8%	50.6%	33.3%	18.2%	17.6%	40.0%	88.5%	88.2%	100.0%	14.3%	14.5%	-	9.5%
Lean	2.0%	-	-	-	0.8%	4.0%	2.1%	1.3%	-	-	-	-	2.2%	2.2%	-	1.4%	1.4%	-	4.8%
MARK SPEED: DEMOCRAT	38.0%	11.1%	33.3%	28.6%	39.8%	14.1%	56.2%	36.7%	61.1%	63.6%	70.6%	30.0%	4.3%	4.4%	-	76.4%	76.8%	50.0%	4.8%
Vote	36.7%	11.1%	33.3%	28.6%	39.8%	14.1%	54.2%	36.7%	58.3%	63.6%	58.8%	30.0%	4.3%	4.4%	-	73.6%	73.9%	50.0%	4.8%
Lean	1.3%	-	-	-	-	2.1%	-	2.8%	-	11.8%	-	-	-	-	-	2.9%	2.9%	-	-
FIRM UNDECIDED	11.7%	-	-	-	5.5%	7.1%	20.8%	11.4%	5.6%	18.2%	11.8%	30.0%	5.0%	5.1%	-	7.9%	7.2%	50.0%	81.0%
Net Diff.	12.3%	77.8%	33.3%	42.9%	14.8%	64.6%	-33.3%	15.2%	-27.8%	-45.5%	-52.9%	10.0%	86.3%	86.0%	100.0%	-60.7%	-60.9%	-50.0%	9.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
LISA BARNES: REPUBLICAN	50.3%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	94.1%	95.5%	75.0%	17.5%	17.9%	-	33.3%	27.0%	97.2%	100.0%	100.0%	-		
Vote	48.3%	96.0%	100.0%	-	-	-	-	-	98.8%	91.6%	94.6%	50.0%	15.8%	16.2%	-	33.3%	24.3%	97.2%	97.3%	90.3%	-		
Lean	2.0%	4.0%	-	100.0%	-	-	-	-	1.2%	2.5%	0.9%	25.0%	1.7%	1.7%	-	-	2.7%	-	2.7%	9.7%	-		
MARK SPEED: DEMOCRAT	38.0%	-	-	-	100.0%	100.0%	100.0%	-	-	2.5%	2.7%	-	77.5%	76.9%	100.0%	58.3%	10.8%	2.8%	-	-	-		
Vote	36.7%	-	-	-	96.5%	100.0%	-	-	-	2.5%	2.7%	-	75.0%	76.1%	33.3%	54.2%	10.8%	2.8%	-	-	-		
Lean	1.3%	-	-	-	3.5%	-	100.0%	-	-	-	-	-	2.5%	0.9%	66.7%	4.2%	-	-	-	-	-		
FIRM UNDECIDED	11.7%	-	-	-	-	-	-	100.0%	-	3.4%	1.8%	25.0%	5.0%	5.1%	-	8.3%	62.2%	-	-	-	100.0%		
Net Diff.	12.3%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-	100.0%	91.6%	92.8%	75.0%	-60.0%	-59.0%	-100%	-25.0%	16.2%	94.4%	100.0%	100.0%	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 5

	TOTAL		ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REGISTERED PARTY				
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
LISA BARNES: REPUBLICAN	50.3%	42.9%	64.9%	43.5%	57.7%	56.0%	41.2%	54.3%	41.5%	33.5%	78.2%	79.5%	67.7%	47.9%	67.7%	93.5%	19.3%	55.9%	59.3%	33.3%	100.0%
Vote	48.3%	41.5%	62.2%	42.6%	55.4%	53.7%	39.2%	52.6%	39.0%	31.3%	77.2%	78.3%	67.7%	46.0%	67.7%	90.2%	17.9%	54.4%	57.4%	33.3%	100.0%
Lean	2.0%	1.5%	2.7%	0.9%	2.3%	2.3%	2.1%	1.7%	2.4%	2.2%	1.0%	1.2%	-	1.9%	-	3.3%	1.4%	1.5%	1.9%	-	-
MARK SPEED: DEMOCRAT	38.0%	44.9%	27.0%	48.7%	32.3%	33.1%	50.5%	34.6%	51.2%	52.7%	16.8%	12.0%	25.8%	40.0%	25.8%	2.2%	67.1%	26.5%	27.8%	25.0%	-
Vote	36.7%	42.9%	27.0%	47.8%	30.0%	32.0%	48.5%	33.3%	48.8%	50.5%	16.8%	12.0%	25.8%	38.5%	25.8%	2.2%	66.4%	22.1%	22.2%	25.0%	-
Lean	1.3%	2.0%	-	0.9%	2.3%	1.1%	2.1%	1.3%	2.4%	2.2%	-	-	-	1.5%	-	-	0.7%	4.4%	5.6%	-	-
FIRM UNDECIDED	11.7%	12.2%	8.1%	7.8%	10.0%	10.9%	8.2%	11.1%	7.3%	13.7%	5.0%	8.4%	6.5%	12.1%	6.5%	4.3%	13.6%	17.6%	13.0%	41.7%	-
Net Diff.	12.3%	-2.0%	37.8%	-5.2%	25.4%	22.9%	-9.3%	19.7%	-9.8%	-19.2%	61.4%	67.5%	41.9%	7.9%	41.9%	91.3%	-47.9%	29.4%	31.5%	8.3%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
LISA BARNES: REPUBLICAN	50.3%	95.0%	19.3%	68.6%	92.3%	19.3%	42.4%	93.8%	27.9%	65.2%	91.7%	15.6%	36.4%	83.3%	16.0%	20.0%
Vote	48.3%	92.5%	19.3%	65.7%	88.5%	16.9%	42.4%	91.2%	25.6%	63.0%	83.3%	14.6%	36.4%	66.7%	14.9%	20.0%
Lean	2.0%	2.5%	-	2.9%	3.8%	2.4%	-	2.5%	2.3%	2.2%	8.3%	1.0%	-	16.7%	1.1%	-
MARK SPEED: DEMOCRAT	38.0%	2.5%	63.2%	22.9%	1.9%	69.9%	30.3%	2.5%	65.1%	21.7%	-	67.7%	36.4%	-	67.0%	46.7%
Vote	36.7%	2.5%	63.2%	20.0%	1.9%	68.7%	24.2%	2.5%	62.8%	17.4%	-	67.7%	31.8%	-	67.0%	40.0%
Lean	1.3%	-	-	2.9%	-	1.2%	6.1%	-	2.3%	4.3%	-	-	4.5%	-	-	6.7%
FIRM UNDECIDED	11.7%	2.5%	17.5%	8.6%	5.8%	10.8%	27.3%	3.8%	7.0%	13.0%	8.3%	16.7%	27.3%	16.7%	17.0%	33.3%
Net Diff.	12.3%	92.5%	-43.9%	45.7%	90.4%	-50.6%	12.1%	91.2%	-37.2%	43.5%	91.7%	-52.1%	-	83.3%	-51.1%	-26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
LISA BARNES: REPUBLICAN	50.3%	91.8%	100.0%	10.0%	6.2%	14.3%	35.0%	84.2%	71.9%	94.7%	75.0%	6.5%	34.4%	90.6%	11.9%	35.7%	78.7%	9.1%	54.2%	91.5%
Vote	48.3%	88.5%	96.2%	10.0%	6.2%	14.3%	31.7%	81.3%	68.8%	92.0%	62.5%	6.5%	34.4%	87.5%	11.9%	28.6%	76.0%	9.1%	50.0%	88.7%
Lean	2.0%	3.3%	3.8%	-	-	-	3.3%	2.9%	3.1%	2.7%	12.5%	-	-	3.1%	-	7.1%	2.7%	-	4.2%	2.8%
MARK SPEED: DEMOCRAT	38.0%	3.3%	-	75.6%	75.0%	76.2%	46.7%	10.1%	15.6%	5.3%	12.5%	80.6%	50.0%	4.7%	72.9%	42.9%	14.7%	84.8%	33.3%	3.8%
Vote	36.7%	3.3%	-	73.3%	75.0%	71.4%	45.0%	9.4%	14.1%	5.3%	12.5%	80.6%	50.0%	3.1%	69.5%	39.3%	14.7%	78.8%	29.2%	3.8%
Lean	1.3%	-	-	2.2%	-	4.8%	1.7%	0.7%	1.6%	-	-	-	-	1.6%	3.4%	3.6%	-	6.1%	4.2%	-
FIRM UNDECIDED	11.7%	4.9%	-	14.4%	18.8%	9.5%	18.3%	5.8%	12.5%	-	12.5%	12.9%	15.6%	4.7%	15.3%	21.4%	6.7%	6.1%	12.5%	4.7%
Net Diff.	12.3%	88.5%	100.0%	-65.6%	-68.8%	-61.9%	-11.7%	74.1%	56.2%	89.3%	62.5%	-74.2%	-15.6%	85.9%	-61.0%	-7.1%	64.0%	-75.8%	20.8%	87.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
LISA BARNES: REPUBLICAN	50.3%	10.5%	22.2%	62.5%	10.9%	18.2%	50.0%	92.5%	19.2%	20.0%	46.3%	51.8%	62.5%	34.7%	73.3%	38.1%	55.4%	31.0%	83.0%	46.8%
Vote	48.3%	10.5%	19.4%	59.4%	10.9%	15.2%	45.5%	90.0%	17.9%	20.0%	41.8%	50.4%	60.5%	33.9%	70.0%	38.1%	54.3%	29.3%	80.9%	45.2%
Lean	2.0%	-	2.8%	3.1%	-	3.0%	4.5%	2.5%	1.3%	-	4.5%	1.3%	2.0%	0.8%	3.3%	-	1.1%	1.7%	2.1%	1.6%
MARK SPEED: DEMOCRAT	38.0%	70.2%	55.6%	28.1%	69.1%	57.6%	40.9%	3.3%	66.9%	40.0%	43.3%	36.4%	28.9%	49.6%	20.0%	49.2%	34.8%	50.0%	11.7%	43.5%
Vote	36.7%	70.2%	55.6%	25.0%	69.1%	57.6%	36.4%	3.3%	65.6%	20.0%	40.3%	35.5%	27.6%	47.9%	18.3%	49.2%	33.7%	46.6%	10.6%	40.3%
Lean	1.3%	-	-	3.1%	-	-	4.5%	-	1.3%	20.0%	3.0%	0.9%	1.3%	1.7%	1.7%	-	1.1%	3.4%	1.1%	3.2%
FIRM UNDECIDED	11.7%	19.3%	22.2%	9.4%	20.0%	24.2%	9.1%	4.2%	13.9%	40.0%	10.4%	11.8%	8.6%	15.7%	6.7%	12.7%	9.8%	19.0%	5.3%	9.7%
Net Diff.	12.3%	-59.6%	-33.3%	34.4%	-58.2%	-39.4%	9.1%	89.2%	-47.7%	-20.0%	3.0%	15.4%	33.6%	-14.9%	53.3%	-11.1%	20.7%	-19.0%	71.3%	3.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
LISA BARNES: REPUBLICAN	50.3%	29.3%	22.0%	23.1%	17.3%	59.7%	33.3%	67.2%	30.0%	52.9%	35.5%	69.6%	56.6%	38.1%	16.4%	29.4%	13.2%	50.3%	50.8%	53.6%	55.0%	
Vote	48.3%	27.6%	22.0%	21.2%	17.3%	57.5%	31.7%	65.6%	28.0%	50.0%	34.2%	67.4%	52.8%	35.7%	16.4%	26.5%	13.2%	48.5%	48.5%	52.2%	53.3%	
Lean	2.0%	1.7%	-	1.9%	-	2.2%	1.6%	1.6%	2.0%	2.9%	1.3%	2.2%	3.8%	2.4%	-	2.9%	-	1.8%	2.3%	1.4%	1.7%	
MARK SPEED: DEMOCRAT	38.0%	56.9%	55.9%	63.5%	57.7%	35.1%	48.4%	29.7%	50.0%	40.0%	47.4%	26.1%	30.2%	54.8%	61.6%	64.7%	63.2%	36.2%	40.0%	36.2%	33.3%	
Vote	36.7%	55.2%	55.9%	61.5%	57.7%	32.1%	48.4%	28.1%	50.0%	35.7%	47.4%	22.8%	30.2%	52.4%	61.6%	61.8%	63.2%	33.7%	40.0%	34.8%	33.3%	
Lean	1.3%	1.7%	-	1.9%	-	3.0%	-	1.6%	-	4.3%	-	3.3%	-	2.4%	-	2.9%	-	2.5%	-	1.4%	-	
FIRM UNDECIDED	11.7%	13.8%	22.0%	13.5%	25.0%	5.2%	18.3%	3.1%	20.0%	7.1%	17.1%	4.3%	13.2%	7.1%	21.9%	5.9%	23.5%	13.5%	9.2%	10.1%	11.7%	
Net Diff.	12.3%	-27.6%	-33.9%	-40.4%	-40.4%	24.6%	-15.1%	37.5%	-20.0%	12.9%	-11.8%	43.5%	26.4%	-16.7%	-45.2%	-35.3%	-50.0%	14.1%	10.8%	17.4%	21.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
LISA BARNES: REPUBLICAN	50.3%	47.9%	47.1%	71.8%	66.2%	26.9%	26.0%	20.3%	20.5%	77.2%	24.6%	81.0%	29.1%	74.0%	21.7%	91.6%	33.3%	43.9%	17.3%	30.0%	15.5%
Vote	48.3%	45.7%	44.3%	69.4%	63.8%	25.6%	24.0%	18.8%	18.2%	75.7%	21.7%	79.4%	27.3%	72.6%	18.1%	90.5%	28.6%	41.5%	16.0%	26.7%	14.1%
Lean	2.0%	2.1%	2.9%	2.4%	2.5%	1.3%	2.0%	1.4%	2.3%	1.5%	2.9%	1.6%	1.8%	1.4%	3.6%	1.1%	4.8%	2.4%	1.3%	3.3%	1.4%
MARK SPEED: DEMOCRAT	38.0%	36.2%	45.7%	20.0%	27.5%	53.8%	60.0%	58.0%	65.9%	13.2%	65.2%	11.1%	65.5%	15.1%	65.1%	3.2%	58.7%	36.6%	70.7%	46.7%	71.8%
Vote	36.7%	33.0%	45.7%	16.5%	27.5%	52.6%	60.0%	56.5%	65.9%	13.2%	63.0%	11.1%	65.5%	15.1%	61.4%	3.2%	54.0%	36.6%	70.7%	46.7%	71.8%
Lean	1.3%	3.2%	-	3.5%	-	1.3%	-	1.4%	-	-	2.2%	-	-	-	3.6%	-	4.8%	-	-	-	-
FIRM UNDECIDED	11.7%	16.0%	7.1%	8.2%	6.2%	19.2%	14.0%	21.7%	13.6%	9.6%	10.1%	7.9%	5.5%	11.0%	13.3%	5.3%	7.9%	19.5%	12.0%	23.3%	12.7%
Net Diff.	12.3%	11.7%	1.4%	51.8%	38.8%	-26.9%	-34.0%	-37.7%	-45.5%	64.0%	-40.6%	69.8%	-36.4%	58.9%	-43.4%	88.4%	-25.4%	7.3%	-53.3%	-16.7%	-56.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
LISA BARNES: REPUBLICAN	50.3%	72.3%	80.0%	68.8%	70.7%	29.4%	50.0%	24.0%	19.7%	78.3%	35.1%	67.5%	25.3%	90.9%	39.4%	38.8%	18.5%	28.2%	15.0%
Vote	48.3%	70.8%	80.0%	68.8%	68.0%	26.5%	47.5%	24.0%	15.5%	76.7%	33.3%	66.2%	21.5%	89.8%	35.2%	36.7%	16.9%	25.6%	13.3%
Lean	2.0%	1.5%	-	-	2.7%	2.9%	2.5%	-	4.2%	1.7%	1.8%	1.3%	3.8%	1.1%	4.2%	2.0%	1.5%	2.6%	1.7%
MARK SPEED: DEMOCRAT	38.0%	19.0%	16.7%	25.0%	17.3%	58.1%	37.5%	72.0%	64.8%	13.3%	56.1%	23.4%	59.5%	4.5%	50.7%	44.9%	66.2%	53.8%	68.3%
Vote	36.7%	19.0%	16.7%	25.0%	17.3%	55.9%	32.5%	72.0%	63.4%	13.3%	56.1%	23.4%	55.7%	4.5%	46.5%	44.9%	66.2%	53.8%	68.3%
Lean	1.3%	-	-	-	-	2.2%	5.0%	-	1.4%	-	-	-	3.8%	-	4.2%	-	-	-	-
FIRM UNDECIDED	11.7%	8.8%	3.3%	6.2%	12.0%	12.5%	12.5%	4.0%	15.5%	8.3%	8.8%	9.1%	15.2%	4.5%	9.9%	16.3%	15.4%	17.9%	16.7%
Net Diff.	12.3%	53.3%	63.3%	43.8%	53.3%	-28.7%	12.5%	-48.0%	-45.1%	65.0%	-21.1%	44.2%	-34.2%	86.4%	-11.3%	-6.1%	-47.7%	-25.6%	-53.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
LISA BARNES: REPUBLICAN	50.3%	69.2%	26.2%	20.0%	71.4%	50.0%	83.3%	75.7%	29.3%	20.4%	80.0%	-	100.0%	64.2%	23.6%	19.7%	50.0%	100.0%	66.7%
Vote	48.3%	66.9%	24.6%	18.3%	71.4%	50.0%	83.3%	73.0%	29.3%	20.4%	80.0%	-	100.0%	62.1%	20.8%	16.7%	50.0%	100.0%	66.7%
Lean	2.0%	2.4%	1.5%	1.7%	-	-	-	2.7%	-	-	-	-	-	2.1%	2.8%	3.0%	-	-	-
MARK SPEED: DEMOCRAT	38.0%	23.7%	56.2%	60.9%	28.6%	50.0%	-	18.9%	53.4%	59.2%	20.0%	100.0%	-	27.4%	58.3%	62.1%	50.0%	-	-
Vote	36.7%	21.9%	55.4%	60.0%	28.6%	50.0%	-	18.9%	51.7%	57.1%	20.0%	100.0%	-	24.2%	58.3%	62.1%	50.0%	-	-
Lean	1.3%	1.8%	0.8%	0.9%	-	-	-	-	1.7%	2.0%	-	-	-	3.2%	-	-	-	-	-
FIRM UNDECIDED	11.7%	7.1%	17.7%	19.1%	-	-	16.7%	5.4%	17.2%	20.4%	-	-	-	8.4%	18.1%	18.2%	-	-	33.3%
Net Diff.	12.3%	45.6%	-30.0%	-40.9%	42.9%	-	83.3%	56.8%	-24.1%	-38.8%	60.0%	-100%	100.0%	36.8%	-34.7%	-42.4%	-	100.0%	66.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
LISA BARNES: REPUBLICAN	50.3%	46.9%	51.3%	41.9%	50.7%	57.6%	49.3%	50.4%	45.5%	54.5%	47.2%	57.6%	54.8%	55.0%	55.2%	54.7%	52.5%	62.5%
Vote	48.3%	46.9%	48.7%	37.8%	49.3%	56.5%	47.9%	48.2%	42.8%	53.2%	44.9%	56.5%	54.8%	53.0%	52.2%	54.7%	50.5%	62.5%
Lean	2.0%	-	2.6%	4.1%	1.4%	1.2%	1.4%	2.2%	2.8%	1.3%	2.3%	1.2%	-	2.0%	3.0%	-	2.0%	-
MARK SPEED: DEMOCRAT	38.0%	40.6%	35.9%	45.9%	36.2%	32.9%	38.0%	38.2%	42.1%	34.4%	40.2%	32.9%	32.3%	35.0%	34.3%	34.4%	35.4%	31.2%
Vote	36.7%	34.4%	35.9%	44.6%	34.8%	32.9%	35.2%	37.3%	40.0%	33.8%	38.3%	32.9%	32.3%	34.0%	34.3%	32.8%	34.3%	31.2%
Lean	1.3%	6.2%	-	1.4%	1.4%	-	2.8%	0.9%	2.1%	0.6%	1.9%	-	-	1.0%	-	1.6%	1.0%	-
FIRM UNDECIDED	11.7%	12.5%	12.8%	12.2%	13.0%	9.4%	12.7%	11.4%	12.4%	11.0%	12.6%	9.4%	12.9%	10.0%	10.4%	10.9%	12.1%	6.2%
Net Diff.	12.3%	6.2%	15.4%	-4.1%	14.5%	24.7%	11.3%	12.3%	3.4%	20.1%	7.0%	24.7%	22.6%	20.0%	20.9%	20.3%	17.2%	31.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
LISA BARNES: REPUBLICAN	50.3%	45.0%	46.9%	37.2%	54.4%	42.6%	54.7%	55.3%	46.4%	53.0%	52.0%	46.0%	31.2%	38.1%	65.6%	67.6%	50.6%
Vote	48.3%	42.5%	44.5%	34.6%	52.2%	40.0%	52.8%	53.8%	44.0%	51.0%	50.0%	44.0%	28.1%	38.1%	62.5%	67.6%	48.1%
Lean	2.0%	2.5%	2.3%	2.6%	2.2%	2.6%	1.9%	1.5%	2.4%	2.0%	2.0%	2.0%	3.1%	-	3.1%	-	2.5%
MARK SPEED: DEMOCRAT	38.0%	42.5%	40.6%	48.7%	34.4%	44.3%	34.0%	34.1%	41.1%	36.0%	38.0%	40.0%	46.9%	45.2%	28.1%	32.4%	37.5%
Vote	36.7%	37.5%	39.8%	44.9%	34.4%	41.7%	34.0%	33.3%	39.3%	36.0%	38.0%	36.0%	43.8%	40.5%	28.1%	32.4%	36.9%
Lean	1.3%	5.0%	0.8%	3.8%	-	2.6%	-	0.8%	1.8%	-	-	4.0%	3.1%	4.8%	-	-	0.6%
FIRM UNDECIDED	11.7%	12.5%	12.5%	14.1%	11.1%	13.0%	11.3%	10.6%	12.5%	11.0%	10.0%	14.0%	21.9%	16.7%	6.2%	-	11.9%
Net Diff.	12.3%	2.5%	6.2%	-11.5%	20.0%	-1.7%	20.8%	21.2%	5.4%	17.0%	14.0%	6.0%	-15.6%	-7.1%	37.5%	35.3%	13.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

9. If the general election for State Senate was being held today, for whom would you vote?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
LISA BARNES: REPUBLICAN	50.3%	47.4%	50.9%	45.3%	56.7%	62.9%	46.4%	83.3%	90.0%	50.0%	100.0%	26.7%	100.0%	15.4%
Vote	48.3%	44.8%	49.1%	43.8%	53.3%	62.9%	46.4%	79.2%	85.0%	50.0%	100.0%	26.7%	100.0%	15.4%
Lean	2.0%	2.6%	1.8%	1.6%	3.3%	-	-	4.2%	5.0%	-	-	-	-	-
MARK SPEED: DEMOCRAT	38.0%	37.1%	38.2%	46.9%	33.3%	28.6%	28.6%	12.5%	10.0%	25.0%	-	46.7%	-	53.8%
Vote	36.7%	34.5%	38.2%	46.9%	30.0%	28.6%	17.9%	12.5%	10.0%	25.0%	-	46.7%	-	53.8%
Lean	1.3%	2.6%	-	-	3.3%	-	10.7%	-	-	-	-	-	-	-
FIRM UNDECIDED	11.7%	15.5%	10.9%	7.8%	10.0%	8.6%	25.0%	4.2%	-	25.0%	-	26.7%	-	30.8%
Net Diff.	12.3%	10.3%	12.7%	-1.6%	23.3%	34.3%	17.9%	70.8%	80.0%	25.0%	100.0%	-20.0%	100.0%	-38.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
ALLEN CHESSER: REPUB.	39.7%	39.5%	30.0%	46.6%	42.2%	25.0%	25.0%	25.0%	87.0%	88.4%	-	2.0%	2.1%	-	9.1%
Vote	37.0%	36.8%	28.3%	43.2%	40.6%	15.9%	18.8%	8.3%	82.4%	83.7%	-	1.4%	1.4%	-	4.5%
Lean	2.7%	2.6%	1.7%	3.4%	1.6%	9.1%	6.2%	16.7%	4.6%	4.7%	-	0.7%	0.7%	-	4.5%
JAMES GAILLIARD: DEM.	40.0%	41.4%	46.7%	33.0%	39.1%	45.5%	46.9%	41.7%	0.8%	0.8%	-	76.9%	79.6%	-	27.3%
Vote	39.0%	40.1%	45.0%	33.0%	37.9%	45.5%	46.9%	41.7%	0.8%	0.8%	-	74.8%	77.5%	-	27.3%
Lean	1.0%	1.3%	1.7%	-	1.2%	-	-	-	-	-	-	2.0%	2.1%	-	-
NICHOLAS TAYLOR: LIB.	8.0%	8.6%	8.3%	6.8%	7.8%	9.1%	9.4%	8.3%	4.6%	3.9%	50.0%	10.9%	7.7%	100.0%	9.1%
Vote	7.0%	7.2%	8.3%	5.7%	6.6%	9.1%	9.4%	8.3%	3.8%	3.1%	50.0%	9.5%	7.7%	60.0%	9.1%
Lean	1.0%	1.3%	-	1.1%	1.2%	-	-	-	0.8%	0.8%	-	1.4%	-	40.0%	-
FIRM UNDECIDED	12.3%	10.5%	15.0%	13.6%	10.9%	20.5%	18.8%	25.0%	7.6%	7.0%	50.0%	10.2%	10.6%	-	54.5%
Net Diff.	-0.3%	-2.0%	-16.7%	13.6%	3.1%	-20.5%	-21.9%	-16.7%	86.3%	87.6%	-	-74.8%	-77.5%	-	-18.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
ALLEN CHESSER: REPUB.	39.7%	65.4%	16.3%	32.0%	25.6%	30.0%	26.3%	48.1%	38.5%	83.7%	15.8%	36.0%	32.2%	14.3%	76.0%	35.0%	43.4%	71.4%	25.0%	34.4%	41.9%
Vote	37.0%	61.5%	16.3%	29.3%	23.1%	30.0%	26.3%	45.6%	35.2%	81.4%	15.8%	34.8%	28.2%	14.3%	72.0%	33.3%	38.9%	71.4%	25.0%	34.4%	40.2%
Lean	2.7%	3.8%	-	2.7%	2.6%	-	-	2.5%	3.3%	2.3%	-	1.1%	4.0%	-	4.0%	1.7%	4.4%	-	-	-	1.7%
JAMES GAILLIARD: DEM.	40.0%	24.0%	67.4%	42.7%	43.6%	65.0%	47.4%	35.4%	38.5%	14.0%	57.9%	41.6%	44.3%	75.3%	12.0%	40.0%	28.3%	14.3%	25.0%	50.0%	41.9%
Vote	39.0%	24.0%	67.4%	40.0%	42.3%	65.0%	42.1%	35.4%	37.4%	14.0%	57.9%	40.4%	43.0%	74.0%	12.0%	38.3%	27.4%	14.3%	25.0%	50.0%	41.0%
Lean	1.0%	-	-	2.7%	1.3%	-	5.3%	-	1.1%	-	-	1.1%	1.3%	1.3%	-	1.7%	0.9%	-	-	-	0.9%
NICHOLAS TAYLOR: LIB.	8.0%	1.9%	14.0%	13.3%	7.7%	-	21.1%	6.3%	8.2%	2.3%	26.3%	10.1%	6.0%	5.2%	10.0%	13.3%	6.2%	-	50.0%	9.4%	7.7%
Vote	7.0%	1.0%	14.0%	10.7%	7.7%	-	15.8%	5.1%	7.7%	2.3%	21.1%	10.1%	4.7%	5.2%	4.0%	13.3%	6.2%	-	50.0%	6.2%	6.0%
Lean	1.0%	1.0%	-	2.7%	-	-	5.3%	1.3%	0.5%	-	5.3%	-	1.3%	-	6.0%	-	-	-	-	3.1%	1.7%
FIRM UNDECIDED	12.3%	8.7%	2.3%	12.0%	23.1%	5.0%	5.3%	10.1%	14.8%	-	-	12.4%	17.4%	5.2%	2.0%	11.7%	22.1%	14.3%	-	6.2%	8.5%
Net Diff.	-0.3%	41.3%	-51.2%	-10.7%	-17.9%	-35.0%	-21.1%	12.7%	-	69.8%	-42.1%	-5.6%	-12.1%	-61.0%	64.0%	-5.0%	15.0%	57.1%	-	-15.6%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
ALLEN CHESSER: REPUB.	39.7%	66.7%	33.3%	61.9%	45.3%	63.6%	6.2%	46.8%	27.8%	9.1%	11.8%	30.0%	84.2%	84.6%	66.7%	0.7%	0.7%	-	4.8%
Vote	37.0%	66.7%	33.3%	59.5%	43.8%	59.6%	4.2%	44.3%	25.0%	9.1%	11.8%	30.0%	79.9%	80.9%	33.3%	-	-	-	-
Lean	2.7%	-	-	2.4%	1.6%	4.0%	2.1%	2.5%	2.8%	-	-	-	4.3%	3.7%	33.3%	0.7%	0.7%	-	4.8%
JAMES GAILLIARD: DEM.	40.0%	33.3%	33.3%	28.6%	37.5%	16.2%	66.7%	44.3%	55.6%	54.5%	52.9%	20.0%	2.9%	2.9%	-	81.4%	81.9%	50.0%	9.5%
Vote	39.0%	33.3%	33.3%	28.6%	36.7%	16.2%	66.7%	44.3%	52.8%	54.5%	41.2%	20.0%	2.9%	2.9%	-	79.3%	79.7%	50.0%	9.5%
Lean	1.0%	-	-	-	0.8%	-	-	-	2.8%	-	11.8%	-	-	-	-	2.1%	2.2%	-	-
NICHOLAS TAYLOR: LIB.	8.0%	-	33.3%	9.5%	9.4%	9.1%	2.1%	3.8%	11.1%	18.2%	17.6%	20.0%	5.0%	5.1%	-	12.1%	12.3%	-	-
Vote	7.0%	-	-	7.1%	8.6%	8.1%	2.1%	2.5%	8.3%	18.2%	17.6%	20.0%	4.3%	4.4%	-	10.7%	10.9%	-	-
Lean	1.0%	-	33.3%	2.4%	0.8%	1.0%	-	1.3%	2.8%	-	-	-	0.7%	0.7%	-	1.4%	1.4%	-	-
FIRM UNDECIDED	12.3%	-	-	-	7.8%	11.1%	25.0%	5.1%	5.6%	18.2%	17.6%	30.0%	7.9%	7.4%	33.3%	5.7%	5.1%	50.0%	85.7%
Net Diff.	-0.3%	33.3%	-	33.3%	7.8%	47.5%	-60.4%	2.5%	-27.8%	-45.5%	-41.2%	10.0%	81.3%	81.6%	66.7%	-80.7%	-81.2%	-50.0%	-4.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 4

	TOTAL	STATE SENATE BALLOT						HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER	VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED				
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
ALLEN CHESSER: REPUB.	39.7%	74.2%	75.2%	50.0%	2.6%	2.7%	-	11.4%	81.0%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	100.0%	-	-
Vote	37.0%	70.2%	72.4%	16.7%	2.6%	2.7%	-	5.7%	76.2%	93.3%	100.0%	-	-	-	-	-	-	97.2%	94.6%	-	-
Lean	2.7%	4.0%	2.8%	33.3%	-	-	-	5.7%	4.8%	6.7%	-	100.0%	-	-	-	-	-	2.8%	5.4%	-	-
JAMES GAILLIARD: DEM.	40.0%	13.9%	13.1%	33.3%	81.6%	81.8%	75.0%	17.1%	11.9%	-	-	-	100.0%	100.0%	100.0%	-	-	-	-	67.7%	-
Vote	39.0%	13.9%	13.1%	33.3%	78.9%	80.9%	25.0%	17.1%	11.9%	-	-	-	97.5%	100.0%	-	-	-	-	-	67.7%	-
Lean	1.0%	-	-	-	2.6%	0.9%	50.0%	-	-	-	-	-	2.5%	-	100.0%	-	-	-	-	-	-
NICHOLAS TAYLOR: LIB.	8.0%	5.3%	5.5%	-	12.3%	11.8%	25.0%	5.7%	2.4%	-	-	-	-	-	-	100.0%	-	-	-	-	-
Vote	7.0%	4.6%	4.8%	-	10.5%	10.9%	-	5.7%	1.2%	-	-	-	-	-	-	87.5%	-	-	-	-	-
Lean	1.0%	0.7%	0.7%	-	1.8%	0.9%	25.0%	-	1.2%	-	-	-	-	-	-	12.5%	-	-	-	-	-
FIRM UNDECIDED	12.3%	6.6%	6.2%	16.7%	3.5%	3.6%	-	65.7%	4.8%	-	-	-	-	-	-	-	100.0%	-	-	32.3%	100.0%
Net Diff.	-0.3%	60.3%	62.1%	16.7%	-78.9%	-79.1%	-75.0%	-5.7%	69.0%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-	-	100.0%	100.0%	-67.7%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 5

	TOTAL															REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA			LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE					
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2	
ALLEN CHESSER: REPUB.	39.7%	33.2%	51.4%	32.2%	48.5%	44.6%	30.9%	45.7%	22.0%	19.8%	72.3%	74.7%	61.3%	37.0%	61.3%	89.1%	5.0%	44.1%	44.4%	33.3%	100.0%	
Vote	37.0%	30.2%	48.6%	30.4%	44.6%	41.7%	27.8%	42.7%	19.5%	18.1%	69.3%	71.1%	58.1%	34.7%	58.1%	85.9%	3.6%	39.7%	38.9%	33.3%	100.0%	
Lean	2.7%	2.9%	2.7%	1.7%	3.8%	2.9%	3.1%	3.0%	2.4%	1.6%	3.0%	3.6%	3.2%	2.3%	3.2%	3.3%	1.4%	4.4%	5.6%	-	-	
JAMES GAILLIARD: DEM.	40.0%	44.9%	35.1%	45.2%	36.9%	32.0%	57.7%	33.8%	61.0%	57.7%	14.9%	9.6%	22.6%	42.6%	22.6%	1.1%	70.7%	29.4%	31.5%	25.0%	-	
Vote	39.0%	43.4%	35.1%	44.3%	35.4%	30.9%	56.7%	33.3%	56.1%	56.0%	14.9%	9.6%	22.6%	41.5%	22.6%	1.1%	70.0%	26.5%	27.8%	25.0%	-	
Lean	1.0%	1.5%	-	0.9%	1.5%	1.1%	1.0%	0.4%	4.9%	1.6%	-	-	-	1.1%	-	-	0.7%	2.9%	3.7%	-	-	
NICHOLAS TAYLOR: LIB.	8.0%	9.8%	4.1%	13.9%	5.4%	10.9%	5.2%	8.1%	9.8%	8.2%	6.9%	6.0%	12.9%	7.5%	12.9%	4.3%	9.3%	10.3%	9.3%	16.7%	-	
Vote	7.0%	8.3%	4.1%	12.2%	4.6%	9.1%	5.2%	6.8%	9.8%	7.1%	6.9%	4.8%	12.9%	6.4%	12.9%	3.3%	8.6%	8.8%	7.4%	16.7%	-	
Lean	1.0%	1.5%	-	1.7%	0.8%	1.7%	-	1.3%	-	1.1%	-	1.2%	-	1.1%	-	1.1%	0.7%	1.5%	1.9%	-	-	
FIRM UNDECIDED	12.3%	12.2%	9.5%	8.7%	9.2%	12.6%	6.2%	12.4%	7.3%	14.3%	5.9%	9.6%	3.2%	12.8%	3.2%	5.4%	15.0%	16.2%	14.8%	25.0%	-	
Net Diff.	-0.3%	-11.7%	16.2%	-13.0%	11.5%	12.6%	-26.8%	12.0%	-39.0%	-37.9%	57.4%	65.1%	38.7%	-5.7%	38.7%	88.0%	-65.7%	14.7%	13.0%	8.3%	100.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
ALLEN CHESSER: REPUB.	39.7%	92.5%	1.8%	54.3%	86.5%	7.2%	33.3%	91.2%	11.6%	52.2%	75.0%	2.1%	27.3%	83.3%	2.1%	6.7%
Vote	37.0%	92.5%	1.8%	51.4%	80.8%	4.8%	27.3%	88.8%	7.0%	45.7%	66.7%	2.1%	27.3%	66.7%	2.1%	6.7%
Lean	2.7%	-	-	2.9%	5.8%	2.4%	6.1%	2.5%	4.7%	6.5%	8.3%	-	-	16.7%	-	-
JAMES GAILLIARD: DEM.	40.0%	-	68.4%	20.0%	1.9%	72.3%	39.4%	1.2%	72.1%	23.9%	-	69.8%	40.9%	-	69.1%	53.3%
Vote	39.0%	-	66.7%	17.1%	1.9%	72.3%	36.4%	1.2%	72.1%	21.7%	-	68.8%	36.4%	-	68.1%	46.7%
Lean	1.0%	-	1.8%	2.9%	-	-	3.0%	-	-	2.2%	-	1.0%	4.5%	-	1.1%	6.7%
NICHOLAS TAYLOR: LIB.	8.0%	5.0%	10.5%	8.6%	3.8%	8.4%	12.1%	1.2%	9.3%	8.7%	25.0%	9.4%	13.6%	16.7%	9.6%	20.0%
Vote	7.0%	5.0%	10.5%	8.6%	1.9%	7.2%	9.1%	-	7.0%	6.5%	25.0%	9.4%	13.6%	16.7%	9.6%	20.0%
Lean	1.0%	-	-	-	1.9%	1.2%	3.0%	1.2%	2.3%	2.2%	-	-	-	-	-	-
FIRM UNDECIDED	12.3%	2.5%	19.3%	17.1%	7.7%	12.0%	15.2%	6.2%	7.0%	15.2%	-	18.8%	18.2%	-	19.1%	20.0%
Net Diff.	-0.3%	92.5%	-66.7%	34.3%	84.6%	-65.1%	-6.1%	90.0%	-60.5%	28.3%	75.0%	-67.7%	-13.6%	83.3%	-67.0%	-46.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE			IDEOLOGY: WHITE			
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
ALLEN CHESSER: REPUB.	39.7%	91.8%	92.3%	2.2%	2.1%	2.4%	15.0%	76.3%	60.9%	89.3%	50.0%	-	9.4%	82.8%	3.4%	21.4%	70.7%	6.1%	29.2%	85.8%
Vote	37.0%	90.2%	84.6%	2.2%	2.1%	2.4%	11.7%	72.7%	56.2%	86.7%	37.5%	-	9.4%	81.2%	3.4%	14.3%	65.3%	6.1%	20.8%	82.1%
Lean	2.7%	1.6%	7.7%	-	-	-	3.3%	3.6%	4.7%	2.7%	12.5%	-	-	1.6%	-	7.1%	5.3%	-	8.3%	3.8%
JAMES GAILLIARD: DEM.	40.0%	-	3.8%	66.7%	60.4%	73.8%	61.7%	12.9%	20.3%	6.7%	37.5%	64.5%	62.5%	6.2%	67.8%	60.7%	18.7%	78.8%	50.0%	4.7%
Vote	39.0%	-	3.8%	65.6%	60.4%	71.4%	60.0%	12.2%	18.8%	6.7%	37.5%	64.5%	59.4%	4.7%	66.1%	60.7%	18.7%	75.8%	50.0%	4.7%
Lean	1.0%	-	-	1.1%	-	2.4%	1.7%	0.7%	1.6%	-	-	-	3.1%	1.6%	1.7%	-	-	3.0%	-	-
NICHOLAS TAYLOR: LIB.	8.0%	3.3%	-	15.6%	16.7%	14.3%	8.3%	3.6%	6.2%	1.3%	12.5%	19.4%	9.4%	3.1%	13.6%	7.1%	4.0%	15.2%	8.3%	1.9%
Vote	7.0%	3.3%	-	14.4%	16.7%	11.9%	8.3%	2.2%	3.1%	1.3%	-	19.4%	9.4%	3.1%	11.9%	7.1%	1.3%	12.1%	8.3%	-
Lean	1.0%	-	-	1.1%	-	2.4%	-	1.4%	3.1%	-	12.5%	-	-	-	1.7%	-	2.7%	3.0%	-	1.9%
FIRM UNDECIDED	12.3%	4.9%	3.8%	15.6%	20.8%	9.5%	15.0%	7.2%	12.5%	2.7%	-	16.1%	18.8%	7.8%	15.3%	10.7%	6.7%	-	12.5%	7.5%
Net Diff.	-0.3%	91.8%	88.5%	-64.4%	-58.3%	-71.4%	-46.7%	63.3%	40.6%	82.7%	12.5%	-64.5%	-53.1%	76.6%	-64.4%	-39.3%	52.0%	-72.7%	-20.8%	81.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
ALLEN CHESSER: REPUB.	39.7%	-	5.6%	46.9%	-	-	36.4%	89.2%	2.6%	20.0%	37.3%	40.4%	55.9%	20.7%	65.0%	22.2%	50.0%	19.0%	77.7%	33.9%
Vote	37.0%	-	5.6%	43.8%	-	-	31.8%	85.0%	2.0%	10.0%	31.3%	38.6%	52.6%	19.0%	65.0%	22.2%	44.6%	15.5%	73.4%	30.6%
Lean	2.7%	-	-	3.1%	-	-	4.5%	4.2%	0.7%	10.0%	6.0%	1.8%	3.3%	1.7%	-	-	5.4%	3.4%	4.3%	3.2%
JAMES GAILLIARD: DEM.	40.0%	59.6%	69.4%	37.5%	58.2%	72.7%	54.5%	1.7%	74.2%	30.0%	40.3%	39.9%	32.9%	47.1%	23.3%	46.0%	39.1%	48.3%	12.8%	45.2%
Vote	39.0%	59.6%	66.7%	34.4%	58.2%	69.7%	50.0%	1.7%	72.8%	20.0%	40.3%	38.6%	32.2%	45.5%	21.7%	44.4%	39.1%	46.6%	12.8%	43.5%
Lean	1.0%	-	2.8%	3.1%	-	3.0%	4.5%	-	1.3%	10.0%	-	1.3%	0.7%	1.7%	1.7%	1.6%	-	1.7%	-	1.6%
NICHOLAS TAYLOR: LIB.	8.0%	15.8%	8.3%	9.4%	16.4%	9.1%	4.5%	2.5%	9.3%	30.0%	11.9%	7.0%	3.3%	14.0%	1.7%	15.9%	4.3%	12.1%	3.2%	8.1%
Vote	7.0%	15.8%	8.3%	9.4%	16.4%	9.1%	4.5%	2.5%	8.6%	20.0%	10.4%	6.1%	2.6%	12.4%	1.7%	15.9%	3.3%	8.6%	2.1%	4.8%
Lean	1.0%	-	-	-	-	-	-	-	0.7%	10.0%	1.5%	0.9%	0.7%	1.7%	-	-	1.1%	3.4%	1.1%	3.2%
FIRM UNDECIDED	12.3%	24.6%	16.7%	6.2%	25.5%	18.2%	4.5%	6.7%	13.9%	20.0%	10.4%	12.7%	7.9%	18.2%	10.0%	15.9%	6.5%	20.7%	6.4%	12.9%
Net Diff.	-0.3%	-59.6%	-63.9%	9.4%	-58.2%	-72.7%	-18.2%	87.5%	-71.5%	-10.0%	-3.0%	0.4%	23.0%	-26.4%	41.7%	-23.8%	10.9%	-29.3%	64.9%	-11.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 9

	TOTAL	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
ALLEN CHESSER: REPUB.	39.7%	20.7%	6.8%	11.5%	1.9%	51.5%	20.6%	54.7%	18.0%	48.6%	22.4%	65.2%	41.5%	21.4%	5.5%	11.8%	1.5%	41.1%	38.5%	42.0%	43.3%
Vote	37.0%	19.0%	6.8%	9.6%	1.9%	47.8%	19.0%	53.1%	18.0%	42.9%	19.7%	60.9%	37.7%	19.0%	5.5%	8.8%	1.5%	38.0%	36.2%	42.0%	41.7%
Lean	2.7%	1.7%	-	1.9%	-	3.7%	1.6%	1.6%	-	5.7%	2.6%	4.3%	3.8%	2.4%	-	2.9%	-	3.1%	2.3%	-	1.7%
JAMES GAILLIARD: DEM.	40.0%	65.5%	49.2%	73.1%	50.0%	35.1%	50.0%	32.8%	44.0%	37.1%	53.9%	22.8%	39.6%	61.9%	57.5%	73.5%	58.8%	38.0%	43.1%	36.2%	35.0%
Vote	39.0%	63.8%	47.5%	71.2%	48.1%	32.8%	50.0%	29.7%	44.0%	35.7%	53.9%	21.7%	39.6%	57.1%	57.5%	67.6%	58.8%	36.8%	42.3%	34.8%	33.3%
Lean	1.0%	1.7%	1.7%	1.9%	1.9%	2.2%	-	3.1%	-	1.4%	-	1.1%	-	4.8%	-	5.9%	-	1.2%	0.8%	1.4%	1.7%
NICHOLAS TAYLOR: LIB.	8.0%	3.4%	20.3%	3.8%	21.2%	7.5%	10.3%	6.2%	14.0%	8.6%	7.9%	6.5%	5.7%	9.5%	13.7%	8.8%	14.7%	9.2%	6.2%	8.7%	8.3%
Vote	7.0%	3.4%	20.3%	3.8%	21.2%	5.2%	10.3%	6.2%	14.0%	4.3%	7.9%	3.3%	5.7%	9.5%	13.7%	8.8%	14.7%	7.4%	6.2%	8.7%	8.3%
Lean	1.0%	-	-	-	-	2.2%	-	-	-	4.3%	-	3.3%	-	-	-	-	-	1.8%	-	-	-
FIRM UNDECIDED	12.3%	10.3%	23.7%	11.5%	26.9%	6.0%	19.0%	6.2%	24.0%	5.7%	15.8%	5.4%	13.2%	7.1%	23.3%	5.9%	25.0%	11.7%	12.3%	13.0%	13.3%
Net Diff.	-0.3%	-44.8%	-42.4%	-61.5%	-48.1%	16.4%	-29.4%	21.9%	-26.0%	11.4%	-31.6%	42.4%	1.9%	-40.5%	-52.1%	-61.8%	-57.4%	3.1%	-4.6%	5.8%	8.3%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
ALLEN CHESSER: REPUB.	39.7%	40.4%	34.3%	69.4%	51.2%	10.3%	18.0%	4.3%	11.4%	67.6%	13.0%	69.8%	12.7%	65.8%	13.3%	84.2%	23.8%	29.3%	4.0%	16.7%	1.4%
Vote	37.0%	35.1%	31.4%	64.7%	47.5%	9.0%	18.0%	2.9%	11.4%	64.0%	11.6%	69.8%	12.7%	58.9%	10.8%	80.0%	20.6%	26.8%	4.0%	13.3%	1.4%
Lean	2.7%	5.3%	2.9%	4.7%	3.8%	1.3%	-	1.4%	-	3.7%	1.4%	-	-	6.8%	2.4%	4.2%	3.2%	2.4%	-	3.3%	-
JAMES GAILLIARD: DEM.	40.0%	39.4%	50.0%	18.8%	33.8%	59.0%	58.0%	63.8%	63.6%	17.6%	63.8%	12.7%	63.6%	21.9%	63.9%	6.3%	57.1%	43.9%	69.3%	56.7%	70.4%
Vote	39.0%	38.3%	50.0%	17.6%	33.8%	57.7%	56.0%	62.3%	61.4%	17.6%	62.3%	12.7%	61.8%	21.9%	62.7%	6.3%	55.6%	43.9%	68.0%	56.7%	69.0%
Lean	1.0%	1.1%	-	1.2%	-	1.3%	2.0%	1.4%	2.3%	-	1.4%	-	1.8%	-	1.2%	-	1.6%	-	1.3%	-	1.4%
NICHOLAS TAYLOR: LIB.	8.0%	9.6%	4.3%	7.1%	2.5%	11.5%	12.0%	11.6%	11.4%	2.9%	13.8%	3.2%	16.4%	2.7%	12.0%	-	12.7%	9.8%	14.7%	6.7%	15.5%
Vote	7.0%	6.4%	4.3%	3.5%	2.5%	11.5%	12.0%	11.6%	11.4%	2.9%	11.6%	3.2%	16.4%	2.7%	8.4%	-	7.9%	9.8%	14.7%	6.7%	15.5%
Lean	1.0%	3.2%	-	3.5%	-	-	-	-	-	-	2.2%	-	-	-	3.6%	-	4.8%	-	-	-	-
FIRM UNDECIDED	12.3%	10.6%	11.4%	4.7%	12.5%	19.2%	12.0%	20.3%	13.6%	11.8%	9.4%	14.3%	7.3%	9.6%	10.8%	9.5%	6.3%	17.1%	12.0%	20.0%	12.7%
Net Diff.	-0.3%	1.1%	-15.7%	50.6%	17.5%	-48.7%	-40.0%	-59.4%	-52.3%	50.0%	-50.7%	57.1%	-50.9%	43.8%	-50.6%	77.9%	-33.3%	-14.6%	-65.3%	-40.0%	-69.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
ALLEN CHESSER: REPUB.	39.7%	65.7%	70.0%	65.6%	64.0%	14.7%	32.5%	8.0%	7.0%	68.3%	19.3%	63.6%	11.4%	88.6%	23.9%	24.5%	4.6%	15.4%	-	
Vote	37.0%	62.0%	70.0%	65.6%	57.3%	13.2%	30.0%	8.0%	5.6%	68.3%	17.5%	57.1%	10.1%	84.1%	21.1%	22.4%	4.6%	12.8%	-	
Lean	2.7%	3.6%	-	-	6.7%	1.5%	2.5%	-	1.4%	-	1.8%	6.5%	1.3%	4.5%	2.8%	2.0%	-	2.6%	-	
JAMES GAILLIARD: DEM.	40.0%	19.7%	23.3%	21.9%	17.3%	62.5%	50.0%	68.0%	67.6%	15.0%	56.1%	23.4%	67.1%	2.3%	57.7%	51.0%	67.7%	61.5%	70.0%	
Vote	39.0%	19.7%	23.3%	21.9%	17.3%	61.0%	50.0%	68.0%	64.8%	15.0%	54.4%	23.4%	65.8%	2.3%	56.3%	51.0%	66.2%	61.5%	68.3%	
Lean	1.0%	-	-	-	-	1.5%	-	-	2.8%	-	1.8%	-	1.3%	-	1.4%	-	1.5%	-	1.7%	
NICHOLAS TAYLOR: LIB.	8.0%	4.4%	3.3%	6.2%	4.0%	11.8%	10.0%	16.0%	11.3%	3.3%	14.0%	5.2%	10.1%	2.3%	9.9%	8.2%	13.8%	5.1%	15.0%	
Vote	7.0%	4.4%	3.3%	6.2%	4.0%	9.6%	2.5%	16.0%	11.3%	3.3%	14.0%	5.2%	6.3%	2.3%	5.6%	8.2%	13.8%	5.1%	15.0%	
Lean	1.0%	-	-	-	-	2.2%	7.5%	-	-	-	-	-	3.8%	-	4.2%	-	-	-	-	
FIRM UNDECIDED	12.3%	10.2%	3.3%	6.2%	14.7%	11.0%	7.5%	8.0%	14.1%	13.3%	10.5%	7.8%	11.4%	6.8%	8.5%	16.3%	13.8%	17.9%	15.0%	
Net Diff.	-0.3%	46.0%	46.7%	43.8%	46.7%	-47.8%	-17.5%	-60.0%	-60.6%	53.3%	-36.8%	40.3%	-55.7%	86.4%	-33.8%	-26.5%	-63.1%	-46.2%	-70.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
ALLEN CHESSER: REPUB.	39.7%	60.4%	13.1%	7.0%	57.1%	-	83.3%	67.6%	12.1%	4.1%	60.0%	-	66.7%	54.7%	13.9%	9.1%	50.0%	-	100.0%
Vote	37.0%	56.2%	12.3%	6.1%	57.1%	-	83.3%	66.2%	12.1%	4.1%	60.0%	-	66.7%	48.4%	12.5%	7.6%	50.0%	-	100.0%
Lean	2.7%	4.1%	0.8%	0.9%	-	-	-	1.4%	-	-	-	-	-	6.3%	1.4%	1.5%	-	-	-
JAMES GAILLIARD: DEM.	40.0%	25.4%	58.5%	63.5%	28.6%	50.0%	-	20.3%	53.4%	59.2%	20.0%	100.0%	-	29.5%	62.5%	66.7%	50.0%	-	-
Vote	39.0%	24.9%	56.9%	61.7%	28.6%	50.0%	-	20.3%	50.0%	55.1%	20.0%	100.0%	-	28.4%	62.5%	66.7%	50.0%	-	-
Lean	1.0%	0.6%	1.5%	1.7%	-	-	-	-	3.4%	4.1%	-	-	-	1.1%	-	-	-	-	-
NICHOLAS TAYLOR: LIB.	8.0%	5.3%	11.5%	11.3%	14.3%	50.0%	-	1.4%	17.2%	18.4%	20.0%	-	-	8.4%	6.9%	6.1%	-	100.0%	-
Vote	7.0%	3.6%	11.5%	11.3%	14.3%	50.0%	-	1.4%	17.2%	18.4%	20.0%	-	-	5.3%	6.9%	6.1%	-	100.0%	-
Lean	1.0%	1.8%	-	-	-	-	-	-	-	-	-	-	-	3.2%	-	-	-	-	-
FIRM UNDECIDED	12.3%	8.9%	16.9%	18.3%	-	-	16.7%	10.8%	17.2%	18.4%	-	-	33.3%	7.4%	16.7%	18.2%	-	-	-
Net Diff.	-0.3%	34.9%	-45.4%	-56.5%	28.6%	-50.0%	83.3%	47.3%	-41.4%	-55.1%	40.0%	-100%	66.7%	25.3%	-48.6%	-57.6%	-	-	100.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
ALLEN CHESSER: REPUB.	39.7%	34.4%	38.5%	28.4%	40.6%	50.6%	36.6%	40.4%	32.4%	46.1%	35.0%	50.6%	51.6%	40.0%	41.8%	43.8%	39.4%	53.1%
Vote	37.0%	31.2%	33.3%	27.0%	39.1%	47.1%	32.4%	38.2%	29.7%	43.5%	32.7%	47.1%	48.4%	40.0%	40.3%	43.8%	38.4%	53.1%
Lean	2.7%	3.1%	5.1%	1.4%	1.4%	3.5%	4.2%	2.2%	2.8%	2.6%	2.3%	3.5%	3.2%	-	1.5%	-	1.0%	-
JAMES GAILLIARD: DEM.	40.0%	40.6%	43.6%	47.3%	33.3%	37.6%	42.3%	39.5%	44.8%	35.7%	41.1%	37.6%	25.8%	38.0%	32.8%	37.5%	34.3%	37.5%
Vote	39.0%	37.5%	43.6%	45.9%	31.9%	37.6%	40.8%	38.6%	43.4%	35.1%	39.7%	37.6%	25.8%	36.0%	31.3%	35.9%	32.3%	37.5%
Lean	1.0%	3.1%	-	1.4%	1.4%	-	1.4%	0.9%	1.4%	0.6%	1.4%	-	-	2.0%	1.5%	1.6%	2.0%	-
NICHOLAS TAYLOR: LIB.	8.0%	18.8%	5.1%	13.5%	8.7%	-	11.3%	7.0%	12.4%	3.9%	11.2%	-	9.7%	8.0%	11.9%	4.7%	11.1%	-
Vote	7.0%	15.6%	5.1%	12.2%	7.2%	-	9.9%	6.1%	11.0%	3.2%	9.8%	-	9.7%	8.0%	11.9%	4.7%	11.1%	-
Lean	1.0%	3.1%	-	1.4%	1.4%	-	1.4%	0.9%	1.4%	0.6%	1.4%	-	-	-	-	-	-	-
FIRM UNDECIDED	12.3%	6.2%	12.8%	10.8%	17.4%	11.8%	9.9%	13.2%	10.3%	14.3%	12.6%	11.8%	12.9%	14.0%	13.4%	14.1%	15.2%	9.4%
Net Diff.	-0.3%	-6.2%	-5.1%	-18.9%	7.2%	12.9%	-5.6%	0.9%	-12.4%	10.4%	-6.1%	12.9%	25.8%	2.0%	9.0%	6.2%	5.1%	15.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
ALLEN CHESSER: REPUB.	39.7%	25.0%	40.6%	24.4%	47.8%	31.3%	49.1%	43.2%	36.9%	45.0%	39.0%	35.0%	21.9%	31.0%	43.8%	52.9%	41.9%
Vote	37.0%	20.0%	36.7%	20.5%	43.3%	27.8%	43.4%	42.4%	32.7%	41.0%	38.0%	32.0%	18.8%	28.6%	40.6%	52.9%	38.8%
Lean	2.7%	5.0%	3.9%	3.8%	4.4%	3.5%	5.7%	0.8%	4.2%	4.0%	1.0%	3.0%	3.1%	2.4%	3.1%	-	3.1%
JAMES GAILLIARD: DEM.	40.0%	55.0%	40.6%	55.1%	34.4%	47.0%	37.7%	34.8%	44.0%	37.0%	42.0%	41.0%	28.1%	50.0%	40.6%	26.5%	42.5%
Vote	39.0%	52.5%	40.6%	53.8%	34.4%	46.1%	37.7%	33.3%	43.5%	37.0%	41.0%	39.0%	25.0%	47.6%	40.6%	23.5%	42.5%
Lean	1.0%	2.5%	-	1.3%	-	0.9%	-	1.5%	0.6%	-	1.0%	2.0%	3.1%	2.4%	-	2.9%	-
NICHOLAS TAYLOR: LIB.	8.0%	12.5%	6.2%	12.8%	3.3%	11.3%	-	8.3%	7.7%	2.0%	13.0%	9.0%	28.1%	11.9%	3.1%	11.8%	3.1%
Vote	7.0%	10.0%	4.7%	10.3%	2.2%	8.7%	-	8.3%	6.0%	1.0%	13.0%	7.0%	25.0%	9.5%	3.1%	11.8%	2.5%
Lean	1.0%	2.5%	1.6%	2.6%	1.1%	2.6%	-	-	1.8%	1.0%	-	2.0%	3.1%	2.4%	-	-	0.6%
FIRM UNDECIDED	12.3%	7.5%	12.5%	7.7%	14.4%	10.4%	13.2%	13.6%	11.3%	16.0%	6.0%	15.0%	21.9%	7.1%	12.5%	8.8%	12.5%
Net Diff.	-0.3%	-30.0%	-	-30.8%	13.3%	-15.7%	11.3%	8.3%	-7.1%	8.0%	-3.0%	-6.0%	-6.2%	-19.0%	3.1%	26.5%	-0.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

10. If the general election for State House was being held today, for whom would you vote?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
ALLEN CHESSER: REPUB.	39.7%	36.2%	40.0%	39.1%	33.3%	57.1%	42.9%	66.7%	75.0%	25.0%	-	13.3%	-	15.4%
Vote	37.0%	32.8%	36.4%	37.5%	33.3%	54.3%	35.7%	62.5%	70.0%	25.0%	-	13.3%	-	15.4%
Lean	2.7%	3.4%	3.6%	1.6%	-	2.9%	7.1%	4.2%	5.0%	-	-	-	-	-
JAMES GAILLIARD: DEM.	40.0%	35.3%	40.0%	45.3%	50.0%	37.1%	21.4%	16.7%	10.0%	50.0%	100.0%	60.0%	50.0%	61.5%
Vote	39.0%	33.6%	40.0%	43.8%	50.0%	37.1%	14.3%	16.7%	10.0%	50.0%	100.0%	60.0%	50.0%	61.5%
Lean	1.0%	1.7%	-	1.6%	-	-	7.1%	-	-	-	-	-	-	-
NICHOLAS TAYLOR: LIB.	8.0%	14.7%	9.1%	3.1%	-	-	17.9%	4.2%	5.0%	-	-	6.7%	-	7.7%
Vote	7.0%	12.9%	7.3%	3.1%	-	-	14.3%	4.2%	5.0%	-	-	6.7%	-	7.7%
Lean	1.0%	1.7%	1.8%	-	-	-	3.6%	-	-	-	-	-	-	-
FIRM UNDECIDED	12.3%	13.8%	10.9%	12.5%	16.7%	5.7%	17.9%	12.5%	10.0%	25.0%	-	20.0%	50.0%	15.4%
Net Diff.	-0.3%	0.9%	-	-6.2%	-16.7%	20.0%	21.4%	50.0%	65.0%	-25.0%	-100%	-46.7%	-50.0%	-46.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	68.3%	66.4%	68.3%	71.6%	66.8%	77.3%	75.0%	83.3%	56.5%	56.6%	50.0%	77.6%	76.8%	100.0%	77.3%
Strongly	47.7%	45.4%	56.7%	45.5%	47.7%	47.7%	40.6%	66.7%	35.9%	35.7%	50.0%	58.5%	57.0%	100.0%	45.5%
Somewhat	20.7%	21.1%	11.7%	26.1%	19.1%	29.5%	34.4%	16.7%	20.6%	20.9%	-	19.0%	19.7%	-	31.8%
OPPOSE	24.7%	25.7%	26.7%	21.6%	26.2%	15.9%	15.6%	16.7%	32.1%	31.8%	50.0%	19.7%	20.4%	-	13.6%
Somewhat	8.7%	9.9%	10.0%	5.7%	9.4%	4.5%	3.1%	8.3%	9.9%	10.1%	-	8.2%	8.5%	-	4.5%
Strongly	16.0%	15.8%	16.7%	15.9%	16.8%	11.4%	12.5%	8.3%	22.1%	21.7%	50.0%	11.6%	12.0%	-	9.1%
DK/REFUSED	7.0%	7.9%	5.0%	6.8%	7.0%	6.8%	9.4%	-	11.5%	11.6%	-	2.7%	2.8%	-	9.1%
Net Diff.	43.7%	40.8%	41.7%	50.0%	40.6%	61.4%	59.4%	66.7%	24.4%	24.8%	-	57.8%	56.3%	100.0%	63.6%
Mean	3.08	3.04	3.14	3.09	3.05	3.22	3.14	3.42	2.79	2.80	2.50	3.28	3.25	4.00	3.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	68.3%	63.5%	83.7%	70.7%	64.1%	60.0%	78.9%	65.8%	69.2%	62.8%	89.5%	64.0%	69.8%	75.3%	62.0%	70.0%	65.5%	57.1%	100.0%	71.9%	66.7%
Strongly	47.7%	40.4%	60.5%	53.3%	44.9%	50.0%	68.4%	45.6%	46.2%	39.5%	73.7%	43.8%	49.0%	58.4%	32.0%	56.7%	42.5%	42.9%	75.0%	62.5%	50.4%
Somewhat	20.7%	23.1%	23.3%	17.3%	19.2%	10.0%	10.5%	20.3%	23.1%	23.3%	15.8%	20.2%	20.8%	16.9%	30.0%	13.3%	23.0%	14.3%	25.0%	9.4%	16.2%
OPPOSE	24.7%	32.7%	14.0%	21.3%	23.1%	40.0%	21.1%	25.3%	23.1%	27.9%	10.5%	29.2%	22.8%	23.4%	30.0%	21.7%	24.8%	42.9%	-	28.1%	27.4%
Somewhat	8.7%	6.7%	4.7%	9.3%	12.8%	5.0%	-	7.6%	10.4%	-	5.3%	9.0%	11.4%	5.2%	8.0%	8.3%	11.5%	-	-	3.1%	6.0%
Strongly	16.0%	26.0%	9.3%	12.0%	10.3%	35.0%	21.1%	17.7%	12.6%	27.9%	5.3%	20.2%	11.4%	18.2%	22.0%	13.3%	13.3%	42.9%	-	25.0%	21.4%
DK/REFUSED	7.0%	3.8%	2.3%	8.0%	12.8%	-	-	8.9%	7.7%	9.3%	-	6.7%	7.4%	1.3%	8.0%	8.3%	9.7%	-	-	-	6.0%
Net Diff.	43.7%	30.8%	69.8%	49.3%	41.0%	20.0%	57.9%	40.5%	46.2%	34.9%	78.9%	34.8%	47.0%	51.9%	32.0%	48.3%	40.7%	14.3%	100.0%	43.8%	39.3%
Mean	3.08	2.81	3.38	3.22	3.13	2.75	3.26	3.03	3.11	2.82	3.58	2.94	3.16	3.17	2.78	3.24	3.05	2.57	3.75	3.09	3.02



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 3

	TOTAL	CHESSER/GAILLIARD										IMPORTANT ISSUES										U.S. SENATE BALLOT				
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED							
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21							
SUPPORT	68.3%	66.7%	100.0%	76.2%	67.2%	63.6%	77.1%	59.5%	75.0%	100.0%	82.4%	60.0%	58.3%	58.1%	66.7%	78.6%	79.0%	50.0%	66.7%							
Strongly	47.7%	55.6%	66.7%	54.8%	48.4%	45.5%	56.2%	39.2%	55.6%	63.6%	47.1%	50.0%	38.8%	39.0%	33.3%	58.6%	59.4%	-	33.3%							
Somewhat	20.7%	11.1%	33.3%	21.4%	18.8%	18.2%	20.8%	20.3%	19.4%	36.4%	35.3%	10.0%	19.4%	19.1%	33.3%	20.0%	19.6%	50.0%	33.3%							
OPPOSE	24.7%	33.3%	-	19.0%	25.8%	27.3%	14.6%	34.2%	22.2%	-	11.8%	30.0%	30.9%	31.6%	-	20.0%	19.6%	50.0%	14.3%							
Somewhat	8.7%	-	-	-	7.0%	10.1%	4.2%	12.7%	8.3%	-	-	10.0%	8.6%	8.8%	-	7.9%	8.0%	-	14.3%							
Strongly	16.0%	33.3%	-	19.0%	18.8%	17.2%	10.4%	21.5%	13.9%	-	11.8%	20.0%	22.3%	22.8%	-	12.1%	11.6%	50.0%	-							
DK/REFUSED	7.0%	-	-	4.8%	7.0%	9.1%	8.3%	6.3%	2.8%	-	5.9%	10.0%	10.8%	10.3%	33.3%	1.4%	1.4%	-	19.0%							
Net Diff.	43.7%	33.3%	100.0%	57.1%	41.4%	36.4%	62.5%	25.3%	52.8%	100.0%	70.6%	30.0%	27.3%	26.5%	66.7%	58.6%	59.4%	-	52.4%							
Mean	3.08	2.89	3.67	3.18	3.04	3.01	3.34	2.82	3.20	3.64	3.25	3.00	2.84	2.83	3.50	3.27	3.29	2.00	3.24							

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
SUPPORT	68.3%	58.3%	58.6%	50.0%	80.7%	80.0%	100.0%	71.4%	59.5%	57.1%	55.9%	75.0%	76.7%	76.1%	100.0%	83.3%	67.6%	61.1%	58.0%	58.1%	62.5%
Strongly	47.7%	39.7%	39.3%	50.0%	59.6%	60.9%	25.0%	42.9%	33.3%	35.3%	36.9%	12.5%	56.7%	57.3%	33.3%	75.0%	40.5%	33.3%	36.6%	48.4%	25.0%
Somewhat	20.7%	18.5%	19.3%	-	21.1%	19.1%	75.0%	28.6%	26.2%	21.8%	18.9%	62.5%	20.0%	18.8%	66.7%	8.3%	27.0%	27.8%	21.4%	9.7%	37.5%
OPPOSE	24.7%	31.8%	31.7%	33.3%	17.5%	18.2%	-	17.1%	35.7%	31.9%	32.4%	25.0%	21.7%	22.2%	-	12.5%	18.9%	27.8%	30.4%	38.7%	12.5%
Somewhat	8.7%	9.3%	9.0%	16.7%	7.9%	8.2%	-	8.6%	7.1%	9.2%	9.9%	-	7.5%	7.7%	-	8.3%	10.8%	-	8.0%	9.7%	12.5%
Strongly	16.0%	22.5%	22.8%	16.7%	9.6%	10.0%	-	8.6%	28.6%	22.7%	22.5%	25.0%	14.2%	14.5%	-	4.2%	8.1%	27.8%	22.3%	29.0%	-
DK/REFUSED	7.0%	9.9%	9.7%	16.7%	1.8%	1.8%	-	11.4%	4.8%	10.9%	11.7%	-	1.7%	1.7%	-	4.2%	13.5%	11.1%	11.6%	3.2%	25.0%
Net Diff.	43.7%	26.5%	26.9%	16.7%	63.2%	61.8%	100.0%	54.3%	23.8%	25.2%	23.4%	50.0%	55.0%	53.8%	100.0%	70.8%	48.6%	33.3%	27.7%	19.4%	50.0%
Mean	3.08	2.84	2.83	3.00	3.33	3.33	3.25	3.19	2.68	2.78	2.80	2.62	3.21	3.21	3.33	3.61	3.16	2.75	2.82	2.80	3.17

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 5

	TOTAL		ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REGISTERED PARTY				
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
SUPPORT	68.3%	100.0%	-	81.7%	58.5%	64.6%	75.3%	68.4%	65.9%	72.0%	62.4%	65.1%	58.1%	69.8%	58.1%	56.5%	73.6%	73.5%	72.2%	91.7%	-
Strongly	47.7%	69.8%	-	64.3%	33.8%	46.3%	50.5%	47.9%	46.3%	56.0%	34.7%	34.9%	32.3%	49.4%	32.3%	35.9%	52.1%	54.4%	55.6%	58.3%	-
Somewhat	20.7%	30.2%	-	17.4%	24.6%	18.3%	24.7%	20.5%	19.5%	15.9%	27.7%	30.1%	25.8%	20.4%	25.8%	20.7%	21.4%	19.1%	16.7%	33.3%	-
OPPOSE	24.7%	-	100.0%	16.5%	33.8%	27.4%	21.6%	24.4%	29.3%	20.9%	32.7%	28.9%	32.3%	23.4%	32.3%	32.6%	22.9%	17.6%	22.2%	-	-
Somewhat	8.7%	-	35.1%	5.2%	13.1%	9.1%	8.2%	9.4%	9.8%	7.7%	11.9%	10.8%	9.7%	8.7%	9.7%	7.6%	10.7%	5.9%	7.4%	-	-
Strongly	16.0%	-	64.9%	11.3%	20.8%	18.3%	13.4%	15.0%	19.5%	13.2%	20.8%	18.1%	22.6%	14.7%	22.6%	25.0%	12.1%	11.8%	14.8%	-	-
DK/REFUSED	7.0%	-	-	1.7%	7.7%	8.0%	3.1%	7.3%	4.9%	7.1%	5.0%	6.0%	9.7%	6.8%	9.7%	10.9%	3.6%	8.8%	5.6%	8.3%	100.0%
Net Diff.	43.7%	100.0%	-100%	65.2%	24.6%	37.1%	53.6%	44.0%	36.6%	51.1%	29.7%	36.1%	25.8%	46.4%	25.8%	23.9%	50.7%	55.9%	50.0%	91.7%	-
Mean	3.08	3.70	1.35	3.37	2.78	3.01	3.16	3.09	2.97	3.24	2.80	2.87	2.75	3.12	2.75	2.76	3.18	3.27	3.20	3.64	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUBLICAN	DEMOCRATIC	INDEPENDENT/OTHER/DK	REPUBLICAN	DEMOCRATIC	INDEPENDENT/OTHER/DK	REPUBLICAN	DEMOCRATIC	INDEPENDENT/OTHER/DK	REPUBLICAN	DEMOCRATIC	INDEPENDENT/OTHER/DK	REPUBLICAN	DEMOCRATIC	INDEPENDENT/OTHER/DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	68.3%	52.5%	78.9%	65.7%	59.6%	69.9%	81.8%	53.8%	86.0%	71.7%	75.0%	67.7%	77.3%	83.3%	68.1%	80.0%
Strongly	47.7%	32.5%	54.4%	48.6%	38.5%	50.6%	60.6%	35.0%	60.5%	56.5%	41.7%	47.9%	50.0%	33.3%	47.9%	46.7%
Somewhat	20.7%	20.0%	24.6%	17.1%	21.2%	19.3%	21.2%	18.8%	25.6%	15.2%	33.3%	19.8%	27.3%	50.0%	20.2%	33.3%
OPPOSE	24.7%	32.5%	17.5%	20.0%	32.7%	26.5%	15.2%	35.0%	14.0%	19.6%	16.7%	27.1%	13.6%	16.7%	26.6%	13.3%
Somewhat	8.7%	10.0%	7.0%	2.9%	5.8%	13.3%	9.1%	7.5%	7.0%	8.7%	8.3%	12.5%	-	-	11.7%	-
Strongly	16.0%	22.5%	10.5%	17.1%	26.9%	13.3%	6.1%	27.5%	7.0%	10.9%	8.3%	14.6%	13.6%	16.7%	14.9%	13.3%
DK/REFUSED	7.0%	15.0%	3.5%	14.3%	7.7%	3.6%	3.0%	11.2%	-	8.7%	8.3%	5.2%	9.1%	-	5.3%	6.7%
Net Diff.	43.7%	20.0%	61.4%	45.7%	26.9%	43.4%	66.7%	18.8%	72.1%	52.2%	58.3%	40.6%	63.6%	66.7%	41.5%	66.7%
Mean	3.08	2.74	3.27	3.13	2.77	3.11	3.41	2.69	3.40	3.29	3.18	3.07	3.25	3.00	3.07	3.21

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
SUPPORT	68.3%	55.7%	53.8%	80.0%	81.2%	78.6%	80.0%	57.6%	65.6%	50.7%	62.5%	83.9%	78.1%	56.2%	78.0%	82.1%	58.7%	93.9%	79.2%	56.6%
Strongly	47.7%	36.1%	30.8%	63.3%	60.4%	66.7%	55.0%	36.7%	42.2%	32.0%	37.5%	77.4%	43.8%	35.9%	55.9%	67.9%	37.3%	84.8%	54.2%	35.8%
Somewhat	20.7%	19.7%	23.1%	16.7%	20.8%	11.9%	25.0%	20.9%	23.4%	18.7%	25.0%	6.5%	34.4%	20.3%	22.0%	14.3%	21.3%	9.1%	25.0%	20.8%
OPPOSE	24.7%	34.4%	30.8%	14.4%	12.5%	16.7%	18.3%	31.7%	29.7%	33.3%	37.5%	12.9%	18.8%	26.6%	15.3%	17.9%	36.0%	6.1%	20.8%	31.1%
Somewhat	8.7%	9.8%	3.8%	7.8%	2.1%	14.3%	5.0%	11.5%	9.4%	13.3%	25.0%	9.7%	3.1%	7.8%	6.8%	7.1%	14.7%	-	8.3%	10.4%
Strongly	16.0%	24.6%	26.9%	6.7%	10.4%	2.4%	13.3%	20.1%	20.3%	20.0%	12.5%	3.2%	15.6%	18.8%	8.5%	10.7%	21.3%	6.1%	12.5%	20.8%
DK/REFUSED	7.0%	9.8%	15.4%	5.6%	6.2%	4.8%	1.7%	10.8%	4.7%	16.0%	-	3.2%	3.1%	17.2%	6.8%	-	5.3%	-	-	12.3%
Net Diff.	43.7%	21.3%	23.1%	65.6%	68.8%	61.9%	61.7%	25.9%	35.9%	17.3%	25.0%	71.0%	59.4%	29.7%	62.7%	64.3%	22.7%	87.9%	58.3%	25.5%
Mean	3.08	2.75	2.68	3.45	3.40	3.50	3.24	2.83	2.92	2.75	2.88	3.63	3.10	2.89	3.35	3.39	2.79	3.73	3.21	2.82

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD	EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	68.3%	71.9%	80.6%	59.4%	72.7%	78.8%	59.1%	57.5%	76.2%	80.0%	74.6%	66.7%	57.9%	80.2%	55.0%	79.4%	59.8%	81.0%	56.4%	82.3%
Strongly	47.7%	50.9%	55.6%	37.5%	50.9%	54.5%	31.8%	35.0%	55.6%	70.0%	52.2%	46.5%	37.5%	56.2%	36.7%	55.6%	38.0%	56.9%	35.1%	61.3%
Somewhat	20.7%	21.1%	25.0%	21.9%	21.8%	24.2%	27.3%	22.5%	20.5%	10.0%	22.4%	20.2%	20.4%	24.0%	18.3%	23.8%	21.7%	24.1%	21.3%	21.0%
OPPOSE	24.7%	19.3%	16.7%	34.4%	18.2%	18.2%	40.9%	30.8%	20.5%	20.0%	13.4%	27.6%	32.9%	14.9%	28.3%	15.9%	35.9%	13.8%	34.0%	11.3%
Somewhat	8.7%	12.3%	2.8%	15.6%	10.9%	3.0%	18.2%	10.8%	8.6%	-	4.5%	10.1%	9.9%	7.4%	6.7%	7.9%	12.0%	6.9%	9.6%	4.8%
Strongly	16.0%	7.0%	13.9%	18.8%	7.3%	15.2%	22.7%	20.0%	11.9%	20.0%	9.0%	17.5%	23.0%	7.4%	21.7%	7.9%	23.9%	6.9%	24.5%	6.5%
DK/REFUSED	7.0%	8.8%	2.8%	6.2%	9.1%	3.0%	-	11.7%	3.3%	-	11.9%	5.7%	9.2%	5.0%	16.7%	4.8%	4.3%	5.2%	9.6%	6.5%
Net Diff.	43.7%	52.6%	63.9%	25.0%	54.5%	60.6%	18.2%	26.7%	55.6%	60.0%	61.2%	39.0%	25.0%	65.3%	26.7%	63.5%	23.9%	67.2%	22.3%	71.0%
Mean	3.08	3.27	3.26	2.83	3.28	3.22	2.68	2.82	3.24	3.30	3.34	3.01	2.80	3.36	2.84	3.33	2.77	3.38	2.74	3.47

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	68.3%	60.3%	78.0%	59.6%	78.8%	72.4%	66.7%	71.9%	68.0%	72.9%	65.8%	71.7%	64.2%	73.8%	68.5%	73.5%	67.6%	68.1%	69.2%	68.1%	70.0%	
Strongly	47.7%	41.4%	50.8%	42.3%	48.1%	52.2%	44.4%	50.0%	48.0%	54.3%	42.1%	53.3%	41.5%	50.0%	46.6%	47.1%	45.6%	49.1%	45.4%	46.4%	48.3%	
Somewhat	20.7%	19.0%	27.1%	17.3%	30.8%	20.1%	22.2%	21.9%	20.0%	18.6%	23.7%	18.5%	22.6%	23.8%	21.9%	26.5%	22.1%	19.0%	23.8%	21.7%	21.7%	
OPPOSE	24.7%	31.0%	18.6%	32.7%	17.3%	23.9%	26.2%	23.4%	22.0%	24.3%	28.9%	23.9%	28.3%	23.8%	24.7%	23.5%	25.0%	24.5%	23.8%	20.3%	21.7%	
Somewhat	8.7%	10.3%	10.2%	11.5%	7.7%	5.2%	13.5%	6.2%	10.0%	4.3%	15.8%	6.5%	13.2%	2.4%	13.7%	-	13.2%	9.8%	7.7%	7.2%	6.7%	
Strongly	16.0%	20.7%	8.5%	21.2%	9.6%	18.7%	12.7%	17.2%	12.0%	20.0%	13.2%	17.4%	15.1%	21.4%	11.0%	23.5%	11.8%	14.7%	16.2%	13.0%	15.0%	
DK/REFUSED	7.0%	8.6%	3.4%	7.7%	3.8%	3.7%	7.1%	4.7%	10.0%	2.9%	5.3%	4.3%	7.5%	2.4%	6.8%	2.9%	7.4%	7.4%	6.9%	11.6%	8.3%	
Net Diff.	43.7%	29.3%	59.3%	26.9%	61.5%	48.5%	40.5%	48.4%	46.0%	48.6%	36.8%	47.8%	35.8%	50.0%	43.8%	50.0%	42.6%	43.6%	45.4%	47.8%	48.3%	
Mean	3.08	2.89	3.25	2.88	3.22	3.10	3.06	3.10	3.16	3.10	3.00	3.12	2.98	3.05	3.12	3.00	3.10	3.11	3.06	3.15	3.13	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.			
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE		
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	68.3%	68.1%	68.6%	70.6%	65.0%	65.4%	76.0%	63.8%	79.5%	53.7%	81.9%	50.8%	89.1%	56.2%	77.1%	51.6%	88.9%	58.5%	76.0%	60.0%	74.6%
Strongly	47.7%	51.1%	42.9%	49.4%	46.2%	48.7%	44.0%	46.4%	45.5%	33.8%	63.0%	28.6%	72.7%	38.4%	56.6%	31.6%	68.3%	39.0%	58.7%	40.0%	56.3%
Somewhat	20.7%	17.0%	25.7%	21.2%	18.8%	16.7%	32.0%	17.4%	34.1%	19.9%	18.8%	22.2%	16.4%	17.8%	20.5%	20.0%	20.6%	19.5%	17.3%	20.0%	18.3%
OPPOSE	24.7%	27.7%	25.7%	20.0%	28.8%	29.5%	16.0%	31.9%	13.6%	34.6%	15.9%	31.7%	10.9%	37.0%	19.3%	34.7%	11.1%	34.1%	20.0%	36.7%	21.1%
Somewhat	8.7%	11.7%	8.6%	5.9%	10.0%	14.1%	4.0%	14.5%	2.3%	11.0%	8.0%	11.1%	3.6%	11.0%	10.8%	9.5%	6.3%	14.6%	9.3%	13.3%	9.9%
Strongly	16.0%	16.0%	17.1%	14.1%	18.8%	15.4%	12.0%	17.4%	11.4%	23.5%	8.0%	20.6%	7.3%	26.0%	8.4%	25.3%	4.8%	19.5%	10.7%	23.3%	11.3%
DK/REFUSED	7.0%	4.3%	5.7%	9.4%	6.2%	5.1%	8.0%	4.3%	6.8%	11.8%	2.2%	17.5%	-	6.8%	3.6%	13.7%	-	7.3%	4.0%	3.3%	4.2%
Net Diff.	43.7%	40.4%	42.9%	50.6%	36.2%	35.9%	60.0%	31.9%	65.9%	19.1%	65.9%	19.0%	78.2%	19.2%	57.8%	16.8%	77.8%	24.4%	56.0%	23.3%	53.5%
Mean	3.08	3.08	3.00	3.17	2.99	3.04	3.17	2.97	3.22	2.72	3.40	2.71	3.55	2.74	3.30	2.67	3.52	2.84	3.29	2.79	3.25



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
SUPPORT	68.3%	51.8%	26.7%	53.1%	61.3%	84.6%	87.5%	92.0%	80.3%	48.3%	87.7%	54.5%	82.3%	51.1%	87.3%	53.1%	81.5%	53.8%	80.0%
Strongly	47.7%	35.0%	23.3%	34.4%	40.0%	64.7%	60.0%	72.0%	64.8%	30.0%	70.2%	39.0%	60.8%	33.0%	66.2%	38.8%	63.1%	41.0%	60.0%
Somewhat	20.7%	16.8%	3.3%	18.8%	21.3%	19.9%	27.5%	20.0%	15.5%	18.3%	17.5%	15.6%	21.5%	18.2%	21.1%	14.3%	18.5%	12.8%	20.0%
OPPOSE	24.7%	37.2%	46.7%	43.8%	30.7%	11.8%	7.5%	8.0%	15.5%	33.3%	10.5%	40.3%	12.7%	36.4%	9.9%	38.8%	13.8%	41.0%	15.0%
Somewhat	8.7%	13.9%	13.3%	21.9%	10.7%	4.4%	5.0%	4.0%	4.2%	13.3%	1.8%	14.3%	6.3%	11.4%	4.2%	18.4%	4.6%	17.9%	5.0%
Strongly	16.0%	23.4%	33.3%	21.9%	20.0%	7.4%	2.5%	4.0%	11.3%	20.0%	8.8%	26.0%	6.3%	25.0%	5.6%	20.4%	9.2%	23.1%	10.0%
DK/REFUSED	7.0%	10.9%	26.7%	3.1%	8.0%	3.7%	5.0%	-	4.2%	18.3%	1.8%	5.2%	5.1%	12.5%	2.8%	8.2%	4.6%	5.1%	5.0%
Net Diff.	43.7%	14.6%	-20.0%	9.4%	30.7%	72.8%	80.0%	84.0%	64.8%	15.0%	77.2%	14.3%	69.6%	14.8%	77.5%	14.3%	67.7%	12.8%	65.0%
Mean	3.08	2.71	2.23	2.68	2.88	3.47	3.53	3.60	3.40	2.71	3.52	2.71	3.44	2.68	3.52	2.78	3.42	2.76	3.37

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
Allowing doctors to prescribe medical marijuana.

BANNER 12

	TOTAL							RACIAL BACKGROUND:						RACIAL BACKGROUND:					
	RACIAL BACKGROUND							MALE						FEMALE					
	WHITE	NON- WHITE	African Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	African Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	African Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
SUPPORT	68.3%	66.9%	70.0%	70.4%	71.4%	50.0%	66.7%	60.8%	75.9%	77.6%	60.0%	100.0%	66.7%	71.6%	65.3%	65.2%	100.0%	-	66.7%
Strongly	47.7%	47.3%	47.7%	47.0%	71.4%	50.0%	33.3%	39.2%	55.2%	53.1%	60.0%	100.0%	66.7%	53.7%	41.7%	42.4%	100.0%	-	-
Somewhat	20.7%	19.5%	22.3%	23.5%	-	-	33.3%	21.6%	20.7%	24.5%	-	-	-	17.9%	23.6%	22.7%	-	-	66.7%
OPPOSE	24.7%	25.4%	23.8%	24.3%	28.6%	-	16.7%	25.7%	19.0%	18.4%	40.0%	-	-	25.3%	27.8%	28.8%	-	-	33.3%
Somewhat	8.7%	7.7%	10.0%	9.6%	28.6%	-	-	6.8%	6.9%	4.1%	40.0%	-	-	8.4%	12.5%	13.6%	-	-	-
Strongly	16.0%	17.8%	13.8%	14.8%	-	-	16.7%	18.9%	12.1%	14.3%	-	-	-	16.8%	15.3%	15.2%	-	-	33.3%
DK/REFUSED	7.0%	7.7%	6.2%	5.2%	-	50.0%	16.7%	13.5%	5.2%	4.1%	-	-	33.3%	3.2%	6.9%	6.1%	-	100.0%	-
Net Diff.	43.7%	41.4%	46.2%	46.1%	42.9%	50.0%	50.0%	35.1%	56.9%	59.2%	20.0%	100.0%	66.7%	46.3%	37.5%	36.4%	100.0%	-	33.3%
Mean	3.08	3.04	3.11	3.08	3.43	4.00	3.00	2.94	3.25	3.21	3.20	4.00	4.00	3.12	2.99	2.98	4.00	-	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	68.3%	81.2%	66.7%	75.7%	68.1%	58.8%	73.2%	67.1%	74.5%	63.0%	72.4%	58.8%	77.4%	65.0%	74.6%	60.9%	71.7%	56.2%
Strongly	47.7%	65.6%	41.0%	56.8%	49.3%	35.3%	52.1%	46.5%	54.5%	41.6%	52.8%	35.3%	58.1%	43.0%	55.2%	37.5%	51.5%	31.2%
Somewhat	20.7%	15.6%	25.6%	18.9%	18.8%	23.5%	21.1%	20.6%	20.0%	21.4%	19.6%	23.5%	19.4%	22.0%	19.4%	23.4%	20.2%	25.0%
OPPOSE	24.7%	18.8%	25.6%	20.3%	20.3%	32.9%	22.5%	25.0%	21.4%	27.3%	21.0%	32.9%	16.1%	24.0%	19.4%	25.0%	19.2%	31.2%
Somewhat	8.7%	9.4%	5.1%	5.4%	8.7%	12.9%	7.0%	9.2%	6.2%	11.0%	7.0%	12.9%	9.7%	6.0%	6.0%	7.8%	6.1%	9.4%
Strongly	16.0%	9.4%	20.5%	14.9%	11.6%	20.0%	15.5%	15.8%	15.2%	16.2%	14.0%	20.0%	6.5%	18.0%	13.4%	17.2%	13.1%	21.9%
DK/REFUSED	7.0%	-	7.7%	4.1%	11.6%	8.2%	4.2%	7.9%	4.1%	9.7%	6.5%	8.2%	6.5%	11.0%	6.0%	14.1%	9.1%	12.5%
Net Diff.	43.7%	62.5%	41.0%	55.4%	47.8%	25.9%	50.7%	42.1%	53.1%	35.7%	51.4%	25.9%	61.3%	41.0%	55.2%	35.9%	52.5%	25.0%
Mean	3.08	3.38	2.94	3.23	3.20	2.81	3.15	3.06	3.19	2.98	3.19	2.81	3.38	3.01	3.24	2.95	3.21	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
SUPPORT	68.3%	70.0%	68.8%	74.4%	64.4%	73.0%	60.4%	67.4%	69.0%	60.0%	76.0%	69.0%	81.2%	69.0%	65.6%	70.6%	65.6%
Strongly	47.7%	47.5%	49.2%	53.8%	44.4%	53.9%	37.7%	46.2%	48.8%	43.0%	55.0%	45.0%	62.5%	47.6%	40.6%	55.9%	44.4%
Somewhat	20.7%	22.5%	19.5%	20.5%	20.0%	19.1%	22.6%	21.2%	20.2%	17.0%	21.0%	24.0%	18.8%	21.4%	25.0%	14.7%	21.2%
OPPOSE	24.7%	27.5%	25.8%	23.1%	28.9%	22.6%	34.0%	22.7%	26.2%	35.0%	18.0%	21.0%	18.8%	26.2%	28.1%	17.6%	26.2%
Somewhat	8.7%	5.0%	11.7%	6.4%	13.3%	7.8%	15.1%	6.8%	10.1%	15.0%	8.0%	3.0%	9.4%	11.9%	12.5%	5.9%	7.5%
Strongly	16.0%	22.5%	14.1%	16.7%	15.6%	14.8%	18.9%	15.9%	16.1%	20.0%	10.0%	18.0%	9.4%	14.3%	15.6%	11.8%	18.8%
DK/REFUSED	7.0%	2.5%	5.5%	2.6%	6.7%	4.3%	5.7%	9.8%	4.8%	5.0%	6.0%	10.0%	-	4.8%	6.2%	11.8%	8.1%
Net Diff.	43.7%	42.5%	43.0%	51.3%	35.6%	50.4%	26.4%	44.7%	42.9%	25.0%	58.0%	48.0%	62.5%	42.9%	37.5%	52.9%	39.4%
Mean	3.08	2.97	3.10	3.14	3.00	3.17	2.84	3.08	3.07	2.87	3.29	3.07	3.34	3.08	2.97	3.30	2.99

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

11. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR							
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
SUPPORT	68.3%	66.4%	69.1%	65.6%	80.0%	68.6%	67.9%	75.0%	75.0%	75.0%	100.0%	80.0%	50.0%	84.6%	
Strongly	47.7%	48.3%	49.1%	46.9%	60.0%	34.3%	42.9%	58.3%	60.0%	50.0%	100.0%	66.7%	50.0%	69.2%	
Somewhat	20.7%	18.1%	20.0%	18.8%	20.0%	34.3%	25.0%	16.7%	15.0%	25.0%	-	13.3%	-	15.4%	
OPPOSE	24.7%	26.7%	27.3%	21.9%	13.3%	28.6%	25.0%	12.5%	10.0%	25.0%	-	13.3%	50.0%	7.7%	
Somewhat	8.7%	12.9%	1.8%	12.5%	3.3%	2.9%	10.7%	-	-	-	-	6.7%	50.0%	-	
Strongly	16.0%	13.8%	25.5%	9.4%	10.0%	25.7%	14.3%	12.5%	10.0%	25.0%	-	6.7%	-	7.7%	
DK/REFUSED	7.0%	6.9%	3.6%	12.5%	6.7%	2.9%	7.1%	12.5%	15.0%	-	-	6.7%	-	7.7%	
Net Diff.	43.7%	39.7%	41.8%	43.8%	66.7%	40.0%	42.9%	62.5%	65.0%	50.0%	100.0%	66.7%	-	76.9%	
Mean	3.08	3.08	2.96	3.18	3.39	2.79	3.04	3.38	3.47	3.00	4.00	3.50	3.00	3.58	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	38.3%	37.5%	40.0%	38.6%	37.9%	40.9%	40.6%	41.7%	32.8%	32.6%	50.0%	44.9%	43.7%	80.0%	27.3%
Strongly	17.0%	16.4%	23.3%	13.6%	18.0%	11.4%	12.5%	8.3%	17.6%	17.1%	50.0%	17.7%	17.6%	20.0%	9.1%
Somewhat	21.3%	21.1%	16.7%	25.0%	19.9%	29.5%	28.1%	33.3%	15.3%	15.5%	-	27.2%	26.1%	60.0%	18.2%
OPPOSE	43.3%	45.4%	40.0%	42.0%	44.5%	36.4%	37.5%	33.3%	47.3%	48.1%	-	38.1%	38.7%	20.0%	54.5%
Somewhat	14.0%	16.4%	5.0%	15.9%	14.1%	13.6%	9.4%	25.0%	14.5%	14.7%	-	12.9%	13.4%	-	18.2%
Strongly	29.3%	28.9%	35.0%	26.1%	30.5%	22.7%	28.1%	8.3%	32.8%	33.3%	-	25.2%	25.4%	20.0%	36.4%
DK/REFUSED	18.3%	17.1%	20.0%	19.3%	17.6%	22.7%	21.9%	25.0%	19.8%	19.4%	50.0%	17.0%	17.6%	-	18.2%
Net Diff.	-5.0%	-7.9%	-	-3.4%	-6.6%	4.5%	3.1%	8.3%	-14.5%	-15.5%	50.0%	6.8%	4.9%	60.0%	-27.3%
Mean	2.32	2.30	2.35	2.32	2.31	2.38	2.32	2.56	2.22	2.20	4.00	2.45	2.44	2.80	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	38.3%	37.5%	51.2%	33.3%	37.2%	55.0%	68.4%	26.6%	38.5%	48.8%	57.9%	31.5%	36.9%	44.2%	36.0%	35.0%	37.2%	57.1%	100.0%	62.5%	37.6%
Strongly	17.0%	17.3%	27.9%	14.7%	12.8%	20.0%	36.8%	8.9%	18.1%	27.9%	26.3%	11.2%	16.1%	22.1%	16.0%	10.0%	17.7%	-	75.0%	25.0%	15.4%
Somewhat	21.3%	20.2%	23.3%	18.7%	24.4%	35.0%	31.6%	17.7%	20.3%	20.9%	31.6%	20.2%	20.8%	22.1%	20.0%	25.0%	19.5%	57.1%	25.0%	37.5%	22.2%
OPPOSE	43.3%	50.0%	34.9%	42.7%	39.7%	30.0%	26.3%	51.9%	42.9%	44.2%	36.8%	49.4%	40.3%	36.4%	54.0%	51.7%	38.9%	28.6%	-	28.1%	44.4%
Somewhat	14.0%	15.4%	16.3%	13.3%	11.5%	15.0%	-	17.7%	13.7%	11.6%	15.8%	14.6%	14.1%	18.2%	16.0%	13.3%	10.6%	-	-	9.4%	14.5%
Strongly	29.3%	34.6%	18.6%	29.3%	28.2%	15.0%	26.3%	34.2%	29.1%	32.6%	21.1%	34.8%	26.2%	18.2%	38.0%	38.3%	28.3%	28.6%	-	18.8%	29.9%
DK/REFUSED	18.3%	12.5%	14.0%	24.0%	23.1%	15.0%	5.3%	21.5%	18.7%	7.0%	5.3%	19.1%	22.8%	19.5%	10.0%	13.3%	23.9%	14.3%	-	9.4%	17.9%
Net Diff.	-5.0%	-12.5%	16.3%	-9.3%	-2.6%	25.0%	42.1%	-25.3%	-4.4%	4.7%	21.1%	-18.0%	-3.4%	7.8%	-18.0%	-16.7%	-1.8%	28.6%	100.0%	34.4%	-6.8%
Mean	2.32	2.23	2.70	2.25	2.28	2.71	2.83	2.02	2.34	2.48	2.67	2.10	2.35	2.60	2.16	2.08	2.35	2.33	3.75	2.76	2.28

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
SUPPORT	38.3%	77.8%	100.0%	54.8%	40.6%	33.3%	43.8%	39.2%	33.3%	54.5%	58.8%	20.0%	33.1%	33.1%	33.3%	46.4%	46.4%	50.0%	19.0%
Strongly	17.0%	44.4%	-	28.6%	17.2%	19.2%	16.7%	12.7%	13.9%	18.2%	29.4%	20.0%	18.0%	17.6%	33.3%	17.9%	18.1%	-	4.8%
Somewhat	21.3%	33.3%	100.0%	26.2%	23.4%	14.1%	27.1%	26.6%	19.4%	36.4%	29.4%	-	15.1%	15.4%	-	28.6%	28.3%	50.0%	14.3%
OPPOSE	43.3%	22.2%	-	38.1%	44.5%	46.5%	31.2%	46.8%	47.2%	36.4%	29.4%	60.0%	48.9%	49.3%	33.3%	37.9%	38.4%	-	42.9%
Somewhat	14.0%	11.1%	-	16.7%	14.8%	16.2%	16.7%	15.2%	5.6%	9.1%	-	30.0%	13.7%	14.0%	-	13.6%	13.8%	-	19.0%
Strongly	29.3%	11.1%	-	21.4%	29.7%	30.3%	14.6%	31.6%	41.7%	27.3%	29.4%	30.0%	35.3%	35.3%	33.3%	24.3%	24.6%	-	23.8%
DK/REFUSED	18.3%	-	-	7.1%	14.8%	20.2%	25.0%	13.9%	19.4%	9.1%	11.8%	20.0%	18.0%	17.6%	33.3%	15.7%	15.2%	50.0%	38.1%
Net Diff.	-5.0%	55.6%	100.0%	16.7%	-3.9%	-13.1%	12.5%	-7.6%	-13.9%	18.2%	29.4%	-40.0%	-15.8%	-16.2%	-	8.6%	8.0%	50.0%	-23.8%
Mean	2.32	3.11	3.00	2.67	2.33	2.28	2.61	2.24	2.07	2.50	2.67	2.12	2.19	2.19	2.50	2.47	2.47	3.00	2.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
SUPPORT	38.3%	33.1%	33.8%	16.7%	49.1%	50.0%	25.0%	25.7%	33.3%	31.1%	31.5%	25.0%	43.3%	43.6%	33.3%	66.7%	27.0%	38.9%	30.4%	35.5%	18.8%		
Strongly	17.0%	15.9%	16.6%	-	20.2%	20.9%	-	11.4%	16.7%	16.0%	16.2%	12.5%	16.7%	17.1%	-	33.3%	10.8%	22.2%	14.3%	16.1%	6.2%		
Somewhat	21.3%	17.2%	17.2%	16.7%	28.9%	29.1%	25.0%	14.3%	16.7%	15.1%	15.3%	12.5%	26.7%	26.5%	33.3%	33.3%	16.2%	16.7%	16.1%	19.4%	12.5%		
OPPOSE	43.3%	49.7%	49.7%	50.0%	36.8%	35.5%	75.0%	37.1%	52.4%	52.9%	52.3%	62.5%	40.0%	39.3%	66.7%	29.2%	32.4%	52.8%	52.7%	45.2%	37.5%		
Somewhat	14.0%	15.9%	14.5%	50.0%	13.2%	12.7%	25.0%	8.6%	15.5%	15.1%	15.3%	12.5%	15.0%	15.4%	-	4.2%	13.5%	13.9%	15.2%	19.4%	6.2%		
Strongly	29.3%	33.8%	35.2%	-	23.7%	22.7%	50.0%	28.6%	36.9%	37.8%	36.9%	50.0%	25.0%	23.9%	66.7%	25.0%	18.9%	38.9%	37.5%	25.8%	31.2%		
DK/REFUSED	18.3%	17.2%	16.6%	33.3%	14.0%	14.5%	-	37.1%	14.3%	16.0%	16.2%	12.5%	16.7%	17.1%	-	4.2%	40.5%	8.3%	17.0%	19.4%	43.8%		
Net Diff.	-5.0%	-16.6%	-15.9%	-33.3%	12.3%	14.5%	-50.0%	-11.4%	-19.0%	-21.8%	-20.7%	-37.5%	3.3%	4.3%	-33.3%	37.5%	-5.4%	-13.9%	-22.3%	-9.7%	-18.8%		
Mean	2.32	2.18	2.18	2.25	2.53	2.56	1.75	2.14	2.15	2.11	2.13	1.86	2.42	2.44	1.67	2.78	2.32	2.24	2.09	2.32	1.89		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 5

	TOTAL																REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref		
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2	
SUPPORT	38.3%	45.9%	25.7%	100.0%	-	41.7%	33.0%	39.7%	34.1%	39.6%	35.6%	38.6%	29.0%	39.2%	29.0%	30.4%	42.9%	39.7%	42.6%	33.3%	-	
Strongly	17.0%	20.0%	10.8%	44.3%	-	16.6%	15.5%	17.5%	22.0%	15.9%	16.8%	15.7%	22.6%	15.8%	22.6%	12.0%	17.1%	23.5%	25.9%	16.7%	-	
Somewhat	21.3%	25.9%	14.9%	55.7%	-	25.1%	17.5%	22.2%	12.2%	23.6%	18.8%	22.9%	6.5%	23.4%	6.5%	18.5%	25.7%	16.2%	16.7%	16.7%	-	
OPPOSE	43.3%	37.1%	59.5%	-	100.0%	38.9%	54.6%	41.9%	61.0%	39.0%	53.5%	49.4%	51.6%	42.3%	51.6%	47.8%	38.6%	47.1%	44.4%	50.0%	100.0%	
Somewhat	14.0%	14.6%	14.9%	-	32.3%	13.1%	17.5%	13.2%	19.5%	12.6%	17.8%	16.9%	12.9%	14.0%	12.9%	14.1%	12.9%	16.2%	16.7%	8.3%	50.0%	
Strongly	29.3%	22.4%	44.6%	-	67.7%	25.7%	37.1%	28.6%	41.5%	26.4%	35.6%	32.5%	38.7%	28.3%	38.7%	33.7%	25.7%	30.9%	27.8%	41.7%	50.0%	
DK/REFUSED	18.3%	17.1%	14.9%	-	-	19.4%	12.4%	18.4%	4.9%	21.4%	10.9%	12.0%	19.4%	18.5%	19.4%	21.7%	18.6%	13.2%	13.0%	16.7%	-	
Net Diff.	-5.0%	8.8%	-33.8%	100.0%	-100%	2.9%	-21.6%	-2.1%	-26.8%	0.5%	-17.8%	-10.8%	-22.6%	-3.0%	-22.6%	-17.4%	4.3%	-7.4%	-1.9%	-16.7%	-100%	
Mean	2.32	2.52	1.90	3.44	1.32	2.40	2.13	2.35	2.15	2.37	2.19	2.25	2.16	2.33	2.16	2.11	2.42	2.37	2.47	2.10	1.50	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	38.3%	40.0%	42.1%	51.4%	23.1%	43.4%	27.3%	30.0%	41.9%	41.3%	33.3%	43.8%	36.4%	16.7%	43.6%	40.0%
Strongly	17.0%	15.0%	22.8%	37.1%	9.6%	13.3%	9.1%	12.5%	11.6%	28.3%	8.3%	19.8%	13.6%	-	20.2%	6.7%
Somewhat	21.3%	25.0%	19.3%	14.3%	13.5%	30.1%	18.2%	17.5%	30.2%	13.0%	25.0%	24.0%	22.7%	16.7%	23.4%	33.3%
OPPOSE	43.3%	42.5%	42.1%	40.0%	51.9%	36.1%	54.5%	47.5%	46.5%	50.0%	50.0%	34.4%	40.9%	66.7%	34.0%	33.3%
Somewhat	14.0%	10.0%	15.8%	14.3%	17.3%	10.8%	18.2%	12.5%	18.6%	19.6%	25.0%	9.4%	9.1%	33.3%	8.5%	13.3%
Strongly	29.3%	32.5%	26.3%	25.7%	34.6%	25.3%	36.4%	35.0%	27.9%	30.4%	25.0%	25.0%	31.8%	33.3%	25.5%	20.0%
DK/REFUSED	18.3%	17.5%	15.8%	8.6%	25.0%	20.5%	18.2%	22.5%	11.6%	8.7%	16.7%	21.9%	22.7%	16.7%	22.3%	26.7%
Net Diff.	-5.0%	-2.5%	-	11.4%	-28.8%	7.2%	-27.3%	-17.5%	-4.7%	-8.7%	-16.7%	9.4%	-4.5%	-50.0%	9.6%	6.7%
Mean	2.32	2.27	2.46	2.69	1.97	2.39	2.00	2.10	2.29	2.43	2.20	2.49	2.24	1.80	2.49	2.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT- TER	TRADIT- IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106	
SUPPORT	38.3%	29.5%	30.8%	48.9%	47.9%	50.0%	45.0%	30.2%	29.7%	30.7%	25.0%	48.4%	46.9%	43.8%	49.2%	42.9%	18.7%	51.5%	45.8%	31.1%	
Strongly	17.0%	9.8%	19.2%	18.9%	22.9%	14.3%	25.0%	12.9%	14.1%	12.0%	-	25.8%	31.2%	21.9%	15.3%	17.9%	5.3%	18.2%	29.2%	14.2%	
Somewhat	21.3%	19.7%	11.5%	30.0%	25.0%	35.7%	20.0%	17.3%	15.6%	18.7%	25.0%	22.6%	15.6%	21.9%	33.9%	25.0%	13.3%	33.3%	16.7%	17.0%	
OPPOSE	43.3%	47.5%	53.8%	32.2%	29.2%	35.7%	38.3%	54.0%	57.8%	50.7%	62.5%	38.7%	37.5%	45.3%	28.8%	39.3%	61.3%	33.3%	45.8%	53.8%	
Somewhat	14.0%	16.4%	11.5%	8.9%	8.3%	9.5%	15.0%	18.0%	23.4%	13.3%	12.5%	19.4%	12.5%	12.5%	3.4%	17.9%	22.7%	12.1%	20.8%	17.0%	
Strongly	29.3%	31.1%	42.3%	23.3%	20.8%	26.2%	23.3%	36.0%	34.4%	37.3%	50.0%	19.4%	25.0%	32.8%	25.4%	21.4%	38.7%	21.2%	25.0%	36.8%	
DK/REFUSED	18.3%	23.0%	15.4%	18.9%	22.9%	14.3%	16.7%	15.8%	12.5%	18.7%	12.5%	12.9%	15.6%	10.9%	22.0%	17.9%	20.0%	15.2%	8.3%	15.1%	
Net Diff.	-5.0%	-18.0%	-23.1%	16.7%	18.8%	14.3%	6.7%	-23.7%	-28.1%	-20.0%	-37.5%	9.7%	9.4%	-1.6%	20.3%	3.6%	-42.7%	18.2%	-	-22.6%	
Mean	2.32	2.11	2.09	2.55	2.65	2.44	2.56	2.09	2.11	2.07	1.71	2.63	2.63	2.37	2.50	2.48	1.82	2.57	2.55	2.10	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	38.3%	47.4%	44.4%	28.1%	47.3%	45.5%	22.7%	33.3%	43.0%	50.0%	43.3%	37.3%	30.9%	50.4%	33.3%	55.6%	29.3%	44.8%	31.9%	43.5%
Strongly	17.0%	19.3%	22.2%	9.4%	20.0%	24.2%	-	16.7%	17.9%	20.0%	20.9%	16.2%	14.5%	20.7%	21.7%	27.0%	9.8%	13.8%	17.0%	16.1%
Somewhat	21.3%	28.1%	22.2%	18.8%	27.3%	21.2%	22.7%	16.7%	25.2%	30.0%	22.4%	21.1%	16.4%	29.8%	11.7%	28.6%	19.6%	31.0%	14.9%	27.4%
OPPOSE	43.3%	31.6%	33.3%	53.1%	30.9%	30.3%	59.1%	49.2%	37.1%	40.0%	34.3%	45.6%	52.0%	35.5%	53.3%	31.7%	51.1%	39.7%	53.2%	41.9%
Somewhat	14.0%	7.0%	11.1%	18.8%	5.5%	12.1%	22.7%	15.8%	13.9%	-	9.0%	15.8%	17.1%	9.9%	18.3%	11.1%	16.3%	8.6%	16.0%	16.1%
Strongly	29.3%	24.6%	22.2%	34.4%	25.5%	18.2%	36.4%	33.3%	23.2%	40.0%	25.4%	29.8%	34.9%	25.6%	35.0%	20.6%	34.8%	31.0%	37.2%	25.8%
DK/REFUSED	18.3%	21.1%	22.2%	18.8%	21.8%	24.2%	18.2%	17.5%	19.9%	10.0%	22.4%	17.1%	17.1%	14.0%	13.3%	12.7%	19.6%	15.5%	14.9%	14.5%
Net Diff.	-5.0%	15.8%	11.1%	-25.0%	16.4%	15.2%	-36.4%	-15.8%	6.0%	10.0%	9.0%	-8.3%	-21.1%	14.9%	-20.0%	23.8%	-21.7%	5.2%	-21.3%	1.6%
Mean	2.32	2.53	2.57	2.04	2.53	2.68	1.83	2.20	2.47	2.33	2.50	2.29	2.13	2.53	2.23	2.71	2.05	2.33	2.14	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	38.3%	29.3%	57.6%	30.8%	55.8%	45.5%	35.7%	48.4%	42.0%	42.9%	31.6%	44.6%	24.5%	47.6%	43.8%	50.0%	42.6%	37.4%	40.8%	37.7%	53.3%	
Strongly	17.0%	10.3%	25.4%	11.5%	23.1%	19.4%	16.7%	28.1%	22.0%	11.4%	13.2%	20.7%	11.3%	16.7%	20.5%	14.7%	20.6%	16.6%	17.7%	23.2%	26.7%	
Somewhat	21.3%	19.0%	32.2%	19.2%	32.7%	26.1%	19.0%	20.3%	20.0%	31.4%	18.4%	23.9%	13.2%	31.0%	23.3%	35.3%	22.1%	20.9%	23.1%	14.5%	26.7%	
OPPOSE	43.3%	50.0%	28.8%	46.2%	28.8%	41.0%	44.4%	37.5%	42.0%	44.3%	46.1%	41.3%	60.4%	40.5%	32.9%	38.2%	32.4%	46.0%	39.2%	46.4%	35.0%	
Somewhat	14.0%	19.0%	3.4%	19.2%	1.9%	13.4%	11.1%	10.9%	14.0%	15.7%	9.2%	14.1%	17.0%	11.9%	6.8%	11.8%	5.9%	16.0%	11.5%	18.8%	8.3%	
Strongly	29.3%	31.0%	25.4%	26.9%	26.9%	27.6%	33.3%	26.6%	28.0%	28.6%	36.8%	27.2%	43.4%	28.6%	26.0%	26.5%	26.5%	30.1%	27.7%	27.5%	26.7%	
DK/REFUSED	18.3%	20.7%	13.6%	23.1%	15.4%	13.4%	19.8%	14.1%	16.0%	12.9%	22.4%	14.1%	15.1%	11.9%	23.3%	11.8%	25.0%	16.6%	20.0%	15.9%	11.7%	
Net Diff.	-5.0%	-20.7%	28.8%	-15.4%	26.9%	4.5%	-8.7%	10.9%	-	-1.4%	-14.5%	3.3%	-35.8%	7.1%	11.0%	11.8%	10.3%	-8.6%	1.5%	-8.7%	18.3%	
Mean	2.32	2.11	2.67	2.20	2.61	2.43	2.24	2.58	2.43	2.30	2.10	2.44	1.91	2.41	2.50	2.43	2.49	2.29	2.38	2.40	2.60	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	38.3%	37.2%	30.0%	32.9%	40.0%	42.3%	42.0%	43.5%	40.9%	30.9%	46.4%	38.1%	54.5%	24.7%	41.0%	28.4%	46.0%	36.6%	46.7%	40.0%	45.1%
Strongly	17.0%	11.7%	10.0%	15.3%	17.5%	17.9%	18.0%	17.4%	18.2%	13.2%	18.8%	19.0%	30.9%	8.2%	10.8%	13.7%	15.9%	12.2%	21.3%	13.3%	19.7%
Somewhat	21.3%	25.5%	20.0%	17.6%	22.5%	24.4%	24.0%	26.1%	22.7%	17.6%	27.5%	19.0%	23.6%	16.4%	30.1%	14.7%	30.2%	24.4%	25.3%	26.7%	25.4%
OPPOSE	43.3%	45.7%	42.9%	54.1%	41.2%	37.2%	36.0%	36.2%	34.1%	52.2%	36.2%	47.6%	36.4%	56.2%	36.1%	53.7%	41.3%	48.8%	32.0%	46.7%	32.4%
Somewhat	14.0%	13.8%	14.3%	18.8%	13.8%	12.8%	8.0%	13.0%	6.8%	14.7%	13.8%	14.3%	14.5%	15.1%	13.3%	14.7%	19.0%	14.6%	9.3%	13.3%	9.9%
Strongly	29.3%	31.9%	28.6%	35.3%	27.5%	24.4%	28.0%	23.2%	27.3%	37.5%	22.5%	33.3%	21.8%	41.1%	22.9%	38.9%	22.2%	34.1%	22.7%	33.3%	22.5%
DK/REFUSED	18.3%	17.0%	27.1%	12.9%	18.8%	20.5%	22.0%	20.3%	25.0%	16.9%	17.4%	14.3%	9.1%	19.2%	22.9%	17.9%	12.7%	14.6%	21.3%	13.3%	22.5%
Net Diff.	-5.0%	-8.5%	-12.9%	-21.2%	-1.2%	5.1%	6.0%	7.2%	6.8%	-21.3%	10.1%	-9.5%	18.2%	-31.5%	4.8%	-25.3%	4.8%	-12.2%	14.7%	-6.7%	12.7%
Mean	2.32	2.21	2.16	2.15	2.37	2.45	2.41	2.47	2.42	2.08	2.52	2.28	2.70	1.90	2.38	2.04	2.45	2.17	2.58	2.23	2.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
SUPPORT	38.3%	32.1%	30.0%	31.2%	33.3%	47.1%	45.0%	40.0%	50.7%	35.0%	59.6%	29.9%	38.0%	30.7%	43.7%	34.7%	50.8%	38.5%	48.3%	
Strongly	17.0%	15.3%	16.7%	15.6%	14.7%	19.1%	10.0%	20.0%	23.9%	18.3%	33.3%	13.0%	8.9%	17.0%	14.1%	12.2%	24.6%	12.8%	23.3%	
Somewhat	21.3%	16.8%	13.3%	15.6%	18.7%	27.9%	35.0%	20.0%	26.8%	16.7%	26.3%	16.9%	29.1%	13.6%	29.6%	22.4%	26.2%	25.6%	25.0%	
OPPOSE	43.3%	51.8%	56.7%	46.9%	52.0%	36.0%	40.0%	48.0%	29.6%	51.7%	31.6%	51.9%	39.2%	55.7%	42.3%	44.9%	29.2%	41.0%	30.0%	
Somewhat	14.0%	14.6%	10.0%	18.8%	14.7%	14.0%	17.5%	16.0%	11.3%	15.0%	14.0%	14.3%	13.9%	13.6%	19.7%	16.3%	7.7%	15.4%	8.3%	
Strongly	29.3%	37.2%	46.7%	28.1%	37.3%	22.1%	22.5%	32.0%	18.3%	36.7%	17.5%	37.7%	25.3%	42.0%	22.5%	28.6%	21.5%	25.6%	21.7%	
DK/REFUSED	18.3%	16.1%	13.3%	21.9%	14.7%	16.9%	15.0%	12.0%	19.7%	13.3%	8.8%	18.2%	22.8%	13.6%	14.1%	20.4%	20.0%	20.5%	21.7%	
Net Diff.	-5.0%	-19.7%	-26.7%	-15.6%	-18.7%	11.0%	5.0%	-8.0%	21.1%	-16.7%	28.1%	-22.1%	-1.3%	-25.0%	1.4%	-10.2%	21.5%	-2.6%	18.3%	
Mean	2.32	2.12	2.00	2.24	2.12	2.53	2.38	2.32	2.70	2.19	2.83	2.06	2.28	2.07	2.41	2.23	2.67	2.32	2.64	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian-American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian-American	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian-American	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
SUPPORT	38.3%	36.1%	41.5%	41.7%	57.1%	50.0%	16.7%	41.9%	46.6%	44.9%	60.0%	100.0%	33.3%	31.6%	37.5%	39.4%	50.0%	-	-
Strongly	17.0%	16.6%	17.7%	17.4%	28.6%	-	16.7%	24.3%	24.1%	22.4%	40.0%	-	33.3%	10.5%	12.5%	13.6%	-	-	-
Somewhat	21.3%	19.5%	23.8%	24.3%	28.6%	50.0%	-	17.6%	22.4%	22.4%	20.0%	100.0%	-	21.1%	25.0%	25.8%	50.0%	-	-
OPPOSE	43.3%	47.9%	36.9%	35.7%	42.9%	-	66.7%	47.3%	34.5%	34.7%	40.0%	-	33.3%	48.4%	38.9%	36.4%	50.0%	-	100.0%
Somewhat	14.0%	16.0%	10.8%	10.4%	14.3%	-	16.7%	16.2%	10.3%	10.2%	20.0%	-	-	15.8%	11.1%	10.6%	-	-	33.3%
Strongly	29.3%	32.0%	26.2%	25.2%	28.6%	-	50.0%	31.1%	24.1%	24.5%	20.0%	-	33.3%	32.6%	27.8%	25.8%	50.0%	-	66.7%
DK/REFUSED	18.3%	16.0%	21.5%	22.6%	-	50.0%	16.7%	10.8%	19.0%	20.4%	-	-	33.3%	20.0%	23.6%	24.2%	-	100.0%	-
Net Diff.	-5.0%	-11.8%	4.6%	6.1%	14.3%	50.0%	-50.0%	-5.4%	12.1%	10.2%	20.0%	100.0%	-	-16.8%	-1.4%	3.0%	-	-	-100%
Mean	2.32	2.25	2.42	2.44	2.57	3.00	1.80	2.39	2.57	2.54	2.80	3.00	2.50	2.12	2.29	2.36	2.00	-	1.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	38.3%	65.6%	43.6%	40.5%	33.3%	28.2%	53.5%	33.8%	46.9%	30.5%	42.5%	28.2%	61.3%	39.0%	50.7%	37.5%	46.5%	37.5%
Strongly	17.0%	25.0%	25.6%	17.6%	14.5%	11.8%	25.4%	14.5%	21.4%	13.0%	19.2%	11.8%	35.5%	21.0%	26.9%	21.9%	26.3%	18.8%
Somewhat	21.3%	40.6%	17.9%	23.0%	18.8%	16.5%	28.2%	19.3%	25.5%	17.5%	23.4%	16.5%	25.8%	18.0%	23.9%	15.6%	20.2%	18.8%
OPPOSE	43.3%	28.1%	30.8%	43.2%	47.8%	51.8%	29.6%	47.8%	36.6%	50.0%	40.2%	51.8%	22.6%	48.0%	34.3%	50.0%	38.4%	53.1%
Somewhat	14.0%	6.2%	10.3%	14.9%	17.4%	15.3%	8.5%	15.8%	11.7%	16.2%	13.6%	15.3%	9.7%	15.0%	14.9%	12.5%	13.1%	15.6%
Strongly	29.3%	21.9%	20.5%	28.4%	30.4%	36.5%	21.1%	32.0%	24.8%	33.8%	26.6%	36.5%	12.9%	33.0%	19.4%	37.5%	25.3%	37.5%
DK/REFUSED	18.3%	6.2%	25.6%	16.2%	18.8%	20.0%	16.9%	18.4%	16.6%	19.5%	17.3%	20.0%	16.1%	13.0%	14.9%	12.5%	15.2%	9.4%
Net Diff.	-5.0%	37.5%	12.8%	-2.7%	-14.5%	-23.5%	23.9%	-14.0%	10.3%	-19.5%	2.3%	-23.5%	38.7%	-9.0%	16.4%	-12.5%	8.1%	-15.6%
Mean	2.32	2.73	2.66	2.35	2.21	2.04	2.69	2.20	2.52	2.12	2.42	2.04	3.00	2.31	2.68	2.25	2.56	2.21

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160	
SUPPORT	38.3%	47.5%	29.7%	43.6%	25.6%	39.1%	22.6%	43.9%	33.9%	39.0%	40.0%	36.0%	56.2%	40.5%	34.4%	47.1%	33.1%	
Strongly	17.0%	17.5%	9.4%	16.7%	6.7%	13.0%	7.5%	24.2%	11.3%	21.0%	11.0%	19.0%	18.8%	19.0%	18.8%	17.6%	15.6%	
Somewhat	21.3%	30.0%	20.3%	26.9%	18.9%	26.1%	15.1%	19.7%	22.6%	18.0%	29.0%	17.0%	37.5%	21.4%	15.6%	29.4%	17.5%	
OPPOSE	43.3%	35.0%	47.7%	38.5%	50.0%	41.7%	50.9%	41.7%	44.6%	44.0%	41.0%	45.0%	34.4%	42.9%	40.6%	32.4%	48.1%	
Somewhat	14.0%	7.5%	16.4%	9.0%	18.9%	13.9%	15.1%	13.6%	14.3%	13.0%	14.0%	15.0%	9.4%	11.9%	12.5%	5.9%	17.5%	
Strongly	29.3%	27.5%	31.2%	29.5%	31.1%	27.8%	35.8%	28.0%	30.4%	31.0%	27.0%	30.0%	25.0%	31.0%	28.1%	26.5%	30.6%	
DK/REFUSED	18.3%	17.5%	22.7%	17.9%	24.4%	19.1%	26.4%	14.4%	21.4%	17.0%	19.0%	19.0%	9.4%	16.7%	25.0%	20.6%	18.8%	
Net Diff.	-5.0%	12.5%	-18.0%	5.1%	-24.4%	-2.6%	-28.3%	2.3%	-10.7%	-5.0%	-1.0%	-9.0%	21.9%	-2.4%	-6.2%	14.7%	-15.0%	
Mean	2.32	2.45	2.10	2.38	2.01	2.30	1.92	2.47	2.19	2.35	2.30	2.31	2.55	2.34	2.33	2.48	2.22	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

12. Support/Oppose: Legalizing sports betting in North Carolina.

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR							
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
SUPPORT	38.3%	44.0%	38.2%	39.1%	36.7%	20.0%	46.4%	33.3%	35.0%	25.0%	100.0%	33.3%	-	38.5%	
Strongly	17.0%	21.6%	20.0%	10.9%	16.7%	8.6%	21.4%	29.2%	30.0%	25.0%	100.0%	13.3%	-	15.4%	
Somewhat	21.3%	22.4%	18.2%	28.1%	20.0%	11.4%	25.0%	4.2%	5.0%	-	-	20.0%	-	23.1%	
OPPOSE	43.3%	40.5%	41.8%	42.2%	36.7%	62.9%	35.7%	66.7%	65.0%	75.0%	-	40.0%	100.0%	30.8%	
Somewhat	14.0%	12.1%	18.2%	10.9%	13.3%	20.0%	17.9%	20.8%	20.0%	25.0%	-	6.7%	50.0%	-	
Strongly	29.3%	28.4%	23.6%	31.2%	23.3%	42.9%	17.9%	45.8%	45.0%	50.0%	-	33.3%	50.0%	30.8%	
DK/REFUSED	18.3%	15.5%	20.0%	18.8%	26.7%	17.1%	17.9%	-	-	-	-	26.7%	-	30.8%	
Net Diff.	-5.0%	3.4%	-3.6%	-3.1%	-	-42.9%	10.7%	-33.3%	-30.0%	-50.0%	100.0%	-6.7%	-100%	7.7%	
Mean	2.32	2.44	2.43	2.23	2.41	1.83	2.61	2.17	2.20	2.00	4.00	2.18	1.50	2.33	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT					
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	58.3%	57.9%	55.0%	61.4%	58.2%	59.1%	53.1%	75.0%	67.2%	68.2%	-	51.0%	50.0%	80.0%	54.5%
Strongly	40.0%	43.4%	35.0%	37.5%	39.5%	43.2%	40.6%	50.0%	53.4%	54.3%	-	29.9%	29.6%	40.0%	27.3%
Somewhat	18.3%	14.5%	20.0%	23.9%	18.8%	15.9%	12.5%	25.0%	13.7%	14.0%	-	21.1%	20.4%	40.0%	27.3%
OPPOSE	32.3%	32.2%	38.3%	28.4%	32.4%	31.8%	34.4%	25.0%	22.9%	22.5%	50.0%	40.1%	40.8%	20.0%	36.4%
Somewhat	12.0%	13.8%	10.0%	10.2%	11.3%	15.9%	15.6%	16.7%	9.2%	9.3%	-	12.9%	12.7%	20.0%	22.7%
Strongly	20.3%	18.4%	28.3%	18.2%	21.1%	15.9%	18.8%	8.3%	13.7%	13.2%	50.0%	27.2%	28.2%	-	13.6%
DK/REFUSED	9.3%	9.9%	6.7%	10.2%	9.4%	9.1%	12.5%	-	9.9%	9.3%	50.0%	8.8%	9.2%	-	9.1%
Net Diff.	26.0%	25.7%	16.7%	33.0%	25.8%	27.3%	18.8%	50.0%	44.3%	45.7%	-50.0%	10.9%	9.2%	60.0%	18.2%
Mean	2.86	2.92	2.66	2.90	2.84	2.95	2.86	3.17	3.19	3.21	1.00	2.59	2.57	3.20	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	58.3%	60.6%	55.8%	49.3%	65.4%	60.0%	63.2%	53.2%	59.9%	65.1%	52.6%	58.4%	57.0%	42.9%	64.0%	60.0%	65.5%	71.4%	50.0%	62.5%	56.4%
Strongly	40.0%	48.1%	37.2%	30.7%	39.7%	55.0%	42.1%	35.4%	40.1%	62.8%	42.1%	37.1%	34.9%	31.2%	54.0%	36.7%	41.6%	71.4%	50.0%	53.1%	40.2%
Somewhat	18.3%	12.5%	18.6%	18.7%	25.6%	5.0%	21.1%	17.7%	19.8%	2.3%	10.5%	21.3%	22.1%	11.7%	10.0%	23.3%	23.9%	-	-	9.4%	16.2%
OPPOSE	32.3%	32.7%	44.2%	37.3%	20.5%	40.0%	36.8%	35.4%	29.7%	27.9%	47.4%	33.7%	30.9%	44.2%	36.0%	35.0%	21.2%	28.6%	50.0%	37.5%	36.8%
Somewhat	12.0%	14.4%	7.0%	18.7%	5.1%	10.0%	5.3%	15.2%	11.5%	11.6%	10.5%	13.5%	11.4%	15.6%	16.0%	15.0%	6.2%	28.6%	-	6.2%	12.8%
Strongly	20.3%	18.3%	37.2%	18.7%	15.4%	30.0%	31.6%	20.3%	18.1%	16.3%	36.8%	20.2%	19.5%	28.6%	20.0%	20.0%	15.0%	-	50.0%	31.2%	23.9%
DK/REFUSED	9.3%	6.7%	-	13.3%	14.1%	-	-	11.4%	10.4%	7.0%	-	7.9%	12.1%	13.0%	-	5.0%	13.3%	-	-	-	6.8%
Net Diff.	26.0%	27.9%	11.6%	12.0%	44.9%	20.0%	26.3%	17.7%	30.2%	37.2%	5.3%	24.7%	26.2%	-1.3%	28.0%	25.0%	44.2%	42.9%	-	25.0%	19.7%
Mean	2.86	2.97	2.56	2.71	3.04	2.85	2.74	2.77	2.91	3.20	2.58	2.82	2.82	2.52	2.98	2.81	3.06	3.43	2.50	2.84	2.78

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
SUPPORT	58.3%	44.4%	66.7%	52.4%	56.2%	60.6%	47.9%	67.1%	50.0%	45.5%	47.1%	80.0%	69.1%	68.4%	100.0%	49.3%	49.3%	50.0%	47.6%
Strongly	40.0%	44.4%	66.7%	50.0%	42.2%	46.5%	31.2%	41.8%	38.9%	36.4%	17.6%	50.0%	54.7%	54.4%	66.7%	28.6%	28.3%	50.0%	19.0%
Somewhat	18.3%	-	-	2.4%	14.1%	14.1%	16.7%	25.3%	11.1%	9.1%	29.4%	30.0%	14.4%	14.0%	33.3%	20.7%	21.0%	-	28.6%
OPPOSE	32.3%	33.3%	33.3%	42.9%	37.5%	29.3%	39.6%	24.1%	47.2%	36.4%	41.2%	20.0%	21.6%	22.1%	-	43.6%	44.2%	-	28.6%
Somewhat	12.0%	22.2%	-	16.7%	14.8%	14.1%	12.5%	7.6%	13.9%	18.2%	11.8%	10.0%	9.4%	9.6%	-	13.6%	13.8%	-	19.0%
Strongly	20.3%	11.1%	33.3%	26.2%	22.7%	15.2%	27.1%	16.5%	33.3%	18.2%	29.4%	10.0%	12.2%	12.5%	-	30.0%	30.4%	-	9.5%
DK/REFUSED	9.3%	22.2%	-	4.8%	6.2%	10.1%	12.5%	8.9%	2.8%	18.2%	11.8%	-	9.4%	9.6%	-	7.1%	6.5%	50.0%	23.8%
Net Diff.	26.0%	11.1%	33.3%	9.5%	18.8%	31.3%	8.3%	43.0%	2.8%	9.1%	5.9%	60.0%	47.5%	46.3%	100.0%	5.7%	5.1%	50.0%	19.0%
Mean	2.86	3.00	3.00	2.80	2.81	3.02	2.60	3.01	2.57	2.78	2.40	3.20	3.23	3.22	3.67	2.52	2.50	4.00	2.75

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED BAL- LOTS	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
SUPPORT	58.3%	64.9%	64.8%	66.7%	50.9%	50.9%	50.0%	54.3%	64.3%	65.5%	65.8%	62.5%	46.7%	46.2%	66.7%	79.2%	59.5%	63.9%	65.2%	58.1%	56.2%		
Strongly	40.0%	49.7%	50.3%	33.3%	29.8%	30.0%	25.0%	31.4%	52.4%	52.9%	52.3%	62.5%	29.2%	29.9%	-	45.8%	29.7%	63.9%	51.8%	38.7%	18.8%		
Somewhat	18.3%	15.2%	14.5%	33.3%	21.1%	20.9%	25.0%	22.9%	11.9%	12.6%	13.5%	-	17.5%	16.2%	66.7%	33.3%	29.7%	-	13.4%	19.4%	37.5%		
OPPOSE	32.3%	26.5%	26.2%	33.3%	43.0%	42.7%	50.0%	22.9%	29.8%	25.2%	24.3%	37.5%	46.7%	47.0%	33.3%	20.8%	16.2%	27.8%	25.0%	35.5%	12.5%		
Somewhat	12.0%	13.2%	12.4%	33.3%	12.3%	11.8%	25.0%	5.7%	14.3%	11.8%	10.8%	25.0%	15.0%	14.5%	33.3%	8.3%	5.4%	11.1%	12.5%	16.1%	6.2%		
Strongly	20.3%	13.2%	13.8%	-	30.7%	30.9%	25.0%	17.1%	15.5%	13.4%	13.5%	12.5%	31.7%	32.5%	-	12.5%	10.8%	16.7%	12.5%	19.4%	6.2%		
DK/REFUSED	9.3%	8.6%	9.0%	-	6.1%	6.4%	-	22.9%	6.0%	9.2%	9.9%	-	6.7%	6.8%	-	-	24.3%	8.3%	9.8%	6.5%	31.2%		
Net Diff.	26.0%	38.4%	38.6%	33.3%	7.9%	8.2%	-	31.4%	34.5%	40.3%	41.4%	25.0%	-	-0.9%	33.3%	58.3%	43.2%	36.1%	40.2%	22.6%	43.8%		
Mean	2.86	3.11	3.11	3.00	2.53	2.53	2.50	2.89	3.08	3.16	3.16	3.12	2.47	2.47	2.67	3.12	3.04	3.21	3.16	2.83	3.00		



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUBLICAN	DEMOCRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
SUPPORT	58.3%	55.1%	64.9%	63.5%	52.3%	100.0%	-	65.0%	36.6%	53.3%	64.4%	67.5%	61.3%	57.7%	61.3%	65.2%	52.9%	60.3%	63.0%	41.7%	100.0%
Strongly	40.0%	36.6%	45.9%	41.7%	38.5%	68.6%	-	45.7%	24.4%	35.7%	44.6%	49.4%	38.7%	40.0%	38.7%	48.9%	33.6%	41.2%	40.7%	33.3%	100.0%
Somewhat	18.3%	18.5%	18.9%	21.7%	13.8%	31.4%	-	19.2%	12.2%	17.6%	19.8%	18.1%	22.6%	17.7%	22.6%	16.3%	19.3%	19.1%	22.2%	8.3%	-
OPPOSE	32.3%	35.6%	28.4%	27.8%	40.8%	-	100.0%	25.2%	61.0%	35.2%	29.7%	26.5%	32.3%	32.5%	32.3%	23.9%	37.1%	33.8%	33.3%	41.7%	-
Somewhat	12.0%	12.2%	13.5%	12.2%	14.6%	-	37.1%	9.8%	19.5%	13.7%	9.9%	10.8%	6.5%	12.8%	6.5%	14.1%	11.4%	10.3%	11.1%	8.3%	-
Strongly	20.3%	23.4%	14.9%	15.7%	26.2%	-	62.9%	15.4%	41.5%	21.4%	19.8%	15.7%	25.8%	19.6%	25.8%	9.8%	25.7%	23.5%	22.2%	33.3%	-
DK/REFUSED	9.3%	9.3%	6.8%	8.7%	6.9%	-	-	9.8%	2.4%	11.5%	5.9%	6.0%	6.5%	9.8%	6.5%	10.9%	10.0%	5.9%	3.7%	16.7%	-
Net Diff.	26.0%	19.5%	36.5%	35.7%	11.5%	100.0%	-100%	39.7%	-24.4%	18.1%	34.7%	41.0%	29.0%	25.3%	29.0%	41.3%	15.7%	26.5%	29.6%	-	100.0%
Mean	2.86	2.75	3.03	2.98	2.69	3.69	1.37	3.06	2.20	2.76	2.95	3.08	2.79	2.87	2.79	3.17	2.67	2.83	2.85	2.50	4.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	58.3%	67.5%	49.1%	68.6%	63.5%	55.4%	51.5%	65.0%	30.2%	58.7%	66.7%	62.5%	63.6%	66.7%	61.7%	66.7%
Strongly	40.0%	50.0%	33.3%	42.9%	48.1%	33.7%	39.4%	48.8%	16.3%	43.5%	50.0%	40.6%	36.4%	50.0%	39.4%	26.7%
Somewhat	18.3%	17.5%	15.8%	25.7%	15.4%	21.7%	12.1%	16.2%	14.0%	15.2%	16.7%	21.9%	27.3%	16.7%	22.3%	40.0%
OPPOSE	32.3%	17.5%	36.8%	25.7%	28.8%	37.3%	42.4%	23.8%	67.4%	34.8%	25.0%	24.0%	31.8%	33.3%	24.5%	26.7%
Somewhat	12.0%	10.0%	7.0%	11.4%	17.3%	14.5%	9.1%	12.5%	20.9%	10.9%	25.0%	7.3%	9.1%	33.3%	7.4%	13.3%
Strongly	20.3%	7.5%	29.8%	14.3%	11.5%	22.9%	33.3%	11.2%	46.5%	23.9%	-	16.7%	22.7%	-	17.0%	13.3%
DK/REFUSED	9.3%	15.0%	14.0%	5.7%	7.7%	7.2%	6.1%	11.2%	2.3%	6.5%	8.3%	13.5%	4.5%	-	13.8%	6.7%
Net Diff.	26.0%	50.0%	12.3%	42.9%	34.6%	18.1%	9.1%	41.2%	-37.2%	23.9%	41.7%	38.5%	31.8%	33.3%	37.2%	40.0%
Mean	2.86	3.29	2.61	3.03	3.08	2.71	2.61	3.15	2.00	2.84	3.27	3.00	2.81	3.17	2.98	2.86

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE		IDEOLOGY: WHITE			
		TRUMP SUPPORTER	TRADITIONAL REPUBLIC.	LIBERAL	Very	Some- what	MOD- ERATE	CONSERVATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
SUPPORT	58.3%	75.4%	38.5%	52.2%	52.1%	52.4%	55.0%	64.7%	59.4%	69.3%	50.0%	54.8%	56.2%	67.2%	50.8%	53.6%	62.7%	30.3%	41.7%	65.1%
Strongly	40.0%	60.7%	23.1%	32.2%	33.3%	31.0%	31.7%	48.2%	39.1%	56.0%	25.0%	32.3%	28.1%	53.1%	32.2%	35.7%	44.0%	15.2%	29.2%	48.1%
Somewhat	18.3%	14.8%	15.4%	20.0%	18.8%	21.4%	23.3%	16.5%	20.3%	13.3%	25.0%	22.6%	28.1%	14.1%	18.6%	17.9%	18.7%	15.2%	12.5%	17.0%
OPPOSE	32.3%	19.7%	38.5%	37.8%	33.3%	42.9%	40.0%	25.2%	28.1%	22.7%	50.0%	32.3%	34.4%	20.3%	40.7%	46.4%	29.3%	66.7%	58.3%	24.5%
Somewhat	12.0%	8.2%	30.8%	11.1%	4.2%	19.0%	10.0%	12.9%	15.6%	10.7%	37.5%	6.5%	9.4%	9.4%	13.6%	10.7%	16.0%	21.2%	12.5%	12.3%
Strongly	20.3%	11.5%	7.7%	26.7%	29.2%	23.8%	30.0%	12.2%	12.5%	12.0%	12.5%	25.8%	25.0%	10.9%	27.1%	35.7%	13.3%	45.5%	45.8%	12.3%
DK/REFUSED	9.3%	4.9%	23.1%	10.0%	14.6%	4.8%	5.0%	10.1%	12.5%	8.0%	-	12.9%	9.4%	12.5%	8.5%	-	8.0%	3.0%	-	10.4%
Net Diff.	26.0%	55.7%	-	14.4%	18.8%	9.5%	15.0%	39.6%	31.2%	46.7%	-	22.6%	21.9%	46.9%	10.2%	7.1%	33.3%	-36.4%	-16.7%	40.6%
Mean	2.86	3.31	2.70	2.64	2.66	2.62	2.60	3.12	2.98	3.23	2.62	2.70	2.66	3.25	2.61	2.54	3.01	2.00	2.25	3.13

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	58.3%	64.9%	63.9%	62.5%	63.6%	63.6%	63.6%	67.5%	48.3%	90.0%	59.7%	57.9%	55.9%	58.7%	55.0%	63.5%	56.5%	53.4%	59.6%	45.2%
Strongly	40.0%	42.1%	33.3%	46.9%	40.0%	30.3%	45.5%	54.2%	27.2%	40.0%	47.8%	37.7%	44.1%	31.4%	46.7%	31.7%	42.4%	31.0%	46.8%	24.2%
Somewhat	18.3%	22.8%	30.6%	15.6%	23.6%	33.3%	18.2%	13.3%	21.2%	50.0%	11.9%	20.2%	11.8%	27.3%	8.3%	31.7%	14.1%	22.4%	12.8%	21.0%
OPPOSE	32.3%	21.1%	27.8%	28.1%	21.8%	27.3%	27.3%	22.5%	42.4%	10.0%	32.8%	32.0%	31.6%	36.4%	25.0%	31.7%	35.9%	41.4%	29.8%	51.6%
Somewhat	12.0%	5.3%	8.3%	15.6%	5.5%	9.1%	18.2%	10.8%	14.6%	-	11.9%	11.8%	11.8%	12.4%	6.7%	12.7%	15.2%	12.1%	10.6%	17.7%
Strongly	20.3%	15.8%	19.4%	12.5%	16.4%	18.2%	9.1%	11.7%	27.8%	10.0%	20.9%	20.2%	19.7%	24.0%	18.3%	19.0%	20.7%	29.3%	19.1%	33.9%
DK/REFUSED	9.3%	14.0%	8.3%	9.4%	14.5%	9.1%	9.1%	10.0%	9.3%	-	7.5%	10.1%	12.5%	5.0%	20.0%	4.8%	7.6%	5.2%	10.6%	3.2%
Net Diff.	26.0%	43.9%	36.1%	34.4%	41.8%	36.4%	36.4%	45.0%	6.0%	80.0%	26.9%	25.9%	24.3%	22.3%	30.0%	31.7%	20.7%	12.1%	29.8%	-6.5%
Mean	2.86	3.06	2.85	3.07	3.02	2.83	3.10	3.22	2.53	3.20	2.94	2.84	2.92	2.70	3.04	2.80	2.85	2.58	2.98	2.37

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	58.3%	50.0%	72.9%	46.2%	76.9%	56.0%	54.8%	56.2%	58.0%	55.7%	52.6%	55.4%	43.4%	57.1%	63.0%	58.8%	61.8%	59.5%	56.2%	55.1%	65.0%	
Strongly	40.0%	39.7%	39.0%	34.6%	40.4%	37.3%	35.7%	37.5%	34.0%	37.1%	36.8%	37.0%	32.1%	38.1%	38.4%	38.2%	35.3%	42.9%	35.4%	39.1%	41.7%	
Somewhat	18.3%	10.3%	33.9%	11.5%	36.5%	18.7%	19.0%	18.8%	24.0%	18.6%	15.8%	18.5%	11.3%	19.0%	24.7%	20.6%	26.5%	16.6%	20.8%	15.9%	23.3%	
OPPOSE	32.3%	34.5%	20.3%	38.5%	15.4%	35.8%	34.1%	31.2%	28.0%	40.0%	38.2%	35.9%	49.1%	35.7%	23.3%	35.3%	23.5%	28.8%	36.9%	31.9%	23.3%	
Somewhat	12.0%	13.8%	6.8%	15.4%	5.8%	14.9%	10.3%	9.4%	8.0%	20.0%	11.8%	16.3%	11.3%	11.9%	9.6%	14.7%	8.8%	11.7%	13.1%	10.1%	8.3%	
Strongly	20.3%	20.7%	13.6%	23.1%	9.6%	20.9%	23.8%	21.9%	20.0%	20.0%	26.3%	19.6%	37.7%	23.8%	13.7%	20.6%	14.7%	17.2%	23.8%	21.7%	15.0%	
DK/REFUSED	9.3%	15.5%	6.8%	15.4%	7.7%	8.2%	11.1%	12.5%	14.0%	4.3%	9.2%	8.7%	7.5%	7.1%	13.7%	5.9%	14.7%	11.7%	6.9%	13.0%	11.7%	
Net Diff.	26.0%	15.5%	52.5%	7.7%	61.5%	20.1%	20.6%	25.0%	30.0%	15.7%	14.5%	19.6%	-5.7%	21.4%	39.7%	23.5%	38.2%	30.7%	19.2%	23.2%	41.7%	
Mean	2.86	2.82	3.05	2.68	3.17	2.79	2.75	2.82	2.84	2.76	2.70	2.80	2.41	2.77	3.02	2.81	2.97	2.97	2.73	2.83	3.04	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	58.3%	62.8%	48.6%	54.1%	55.0%	65.4%	58.0%	66.7%	54.5%	68.4%	51.4%	69.8%	54.5%	67.1%	49.4%	65.3%	36.5%	75.6%	64.0%	73.3%	66.2%
Strongly	40.0%	45.7%	30.0%	40.0%	37.5%	46.2%	32.0%	44.9%	27.3%	53.7%	27.5%	55.6%	27.3%	52.1%	27.7%	51.6%	17.5%	58.5%	36.0%	53.3%	36.6%
Somewhat	18.3%	17.0%	18.6%	14.1%	17.5%	19.2%	26.0%	21.7%	27.3%	14.7%	23.9%	14.3%	27.3%	15.1%	21.7%	13.7%	19.0%	17.1%	28.0%	20.0%	29.6%
OPPOSE	32.3%	26.6%	48.6%	36.5%	38.8%	20.5%	34.0%	18.8%	36.4%	22.1%	42.0%	20.6%	34.5%	23.3%	47.0%	25.3%	60.3%	14.6%	26.7%	16.7%	23.9%
Somewhat	12.0%	12.8%	17.1%	15.3%	13.8%	7.7%	12.0%	8.7%	11.4%	11.8%	11.6%	12.7%	3.6%	11.0%	16.9%	12.6%	19.0%	9.8%	5.3%	10.0%	5.6%
Strongly	20.3%	13.8%	31.4%	21.2%	25.0%	12.8%	22.0%	10.1%	25.0%	10.3%	30.4%	7.9%	30.9%	12.3%	30.1%	12.6%	41.3%	4.9%	21.3%	6.7%	18.3%
DK/REFUSED	9.3%	10.6%	2.9%	9.4%	6.2%	14.1%	8.0%	14.5%	9.1%	9.6%	6.5%	9.5%	10.9%	9.6%	3.6%	9.5%	3.2%	9.8%	9.3%	10.0%	9.9%
Net Diff.	26.0%	36.2%	-	17.6%	16.2%	44.9%	24.0%	47.8%	18.2%	46.3%	9.4%	49.2%	20.0%	43.8%	2.4%	40.0%	-23.8%	61.0%	37.3%	56.7%	42.3%
Mean	2.86	3.06	2.49	2.81	2.72	3.15	2.74	3.19	2.62	3.24	2.52	3.30	2.57	3.18	2.49	3.15	2.13	3.43	2.87	3.33	2.94

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
SUPPORT	58.3%	72.3%	76.7%	65.6%	73.3%	49.3%	57.5%	36.0%	49.3%	73.3%	54.4%	71.4%	45.6%	70.5%	33.8%	75.5%	66.2%	74.4%	68.3%
Strongly	40.0%	55.5%	73.3%	40.6%	54.7%	27.9%	35.0%	20.0%	26.8%	58.3%	29.8%	53.2%	26.6%	56.8%	16.9%	53.1%	40.0%	48.7%	40.0%
Somewhat	18.3%	16.8%	3.3%	25.0%	18.7%	21.3%	22.5%	16.0%	22.5%	15.0%	24.6%	18.2%	19.0%	13.6%	16.9%	22.4%	26.2%	25.6%	28.3%
OPPOSE	32.3%	20.4%	23.3%	25.0%	17.3%	42.6%	37.5%	64.0%	38.0%	18.3%	33.3%	22.1%	49.4%	23.9%	59.2%	14.3%	24.6%	15.4%	21.7%
Somewhat	12.0%	10.9%	13.3%	15.6%	8.0%	11.8%	10.0%	24.0%	8.5%	11.7%	5.3%	10.4%	16.5%	11.4%	19.7%	10.2%	3.1%	10.3%	3.3%
Strongly	20.3%	9.5%	10.0%	9.4%	9.3%	30.9%	27.5%	40.0%	29.6%	6.7%	28.1%	11.7%	32.9%	12.5%	39.4%	4.1%	21.5%	5.1%	18.3%
DK/REFUSED	9.3%	7.3%	-	9.4%	9.3%	8.1%	5.0%	-	12.7%	8.3%	12.3%	6.5%	5.1%	5.7%	7.0%	10.2%	9.2%	10.3%	10.0%
Net Diff.	26.0%	51.8%	53.3%	40.6%	56.0%	6.6%	20.0%	-28.0%	11.3%	55.0%	21.1%	49.4%	-3.8%	46.6%	-25.4%	61.2%	41.5%	59.0%	46.7%
Mean	2.86	3.28	3.40	3.07	3.31	2.50	2.68	2.16	2.53	3.36	2.64	3.21	2.41	3.22	2.12	3.39	2.93	3.31	3.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian/Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
SUPPORT	58.3%	54.4%	63.1%	62.6%	42.9%	100.0%	83.3%	62.2%	56.9%	57.1%	40.0%	100.0%	66.7%	48.4%	68.1%	66.7%	50.0%	100.0%	100.0%
Strongly	40.0%	39.1%	40.8%	38.3%	28.6%	100.0%	83.3%	47.3%	32.8%	30.6%	20.0%	100.0%	66.7%	32.6%	47.2%	43.9%	50.0%	100.0%	100.0%
Somewhat	18.3%	15.4%	22.3%	24.3%	14.3%	-	-	14.9%	24.1%	26.5%	20.0%	-	-	15.8%	20.8%	22.7%	-	-	-
OPPOSE	32.3%	37.9%	25.4%	25.2%	42.9%	-	16.7%	27.0%	29.3%	28.6%	40.0%	-	33.3%	46.3%	22.2%	22.7%	50.0%	-	-
Somewhat	12.0%	14.2%	9.2%	9.6%	14.3%	-	-	8.1%	10.3%	10.2%	20.0%	-	-	18.9%	8.3%	9.1%	-	-	-
Strongly	20.3%	23.7%	16.2%	15.7%	28.6%	-	16.7%	18.9%	19.0%	18.4%	20.0%	-	33.3%	27.4%	13.9%	13.6%	50.0%	-	-
DK/REFUSED	9.3%	7.7%	11.5%	12.2%	14.3%	-	-	10.8%	13.8%	14.3%	20.0%	-	-	5.3%	9.7%	10.6%	-	-	-
Net Diff.	26.0%	16.6%	37.7%	37.4%	-	100.0%	66.7%	35.1%	27.6%	28.6%	-	100.0%	33.3%	2.1%	45.8%	43.9%	-	100.0%	100.0%
Mean	2.86	2.76	2.99	2.97	2.50	4.00	3.50	3.02	2.82	2.81	2.50	4.00	3.00	2.57	3.12	3.08	2.50	4.00	4.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	58.3%	65.6%	64.1%	58.1%	58.0%	52.9%	64.8%	56.1%	61.4%	55.2%	60.3%	52.9%	61.3%	59.0%	67.2%	51.6%	62.6%	50.0%
Strongly	40.0%	50.0%	43.6%	43.2%	37.7%	34.1%	46.5%	38.2%	44.8%	35.7%	42.5%	34.1%	35.5%	43.0%	44.8%	37.5%	42.4%	37.5%
Somewhat	18.3%	15.6%	20.5%	14.9%	20.3%	18.8%	18.3%	18.0%	16.6%	19.5%	17.8%	18.8%	25.8%	16.0%	22.4%	14.1%	20.2%	12.5%
OPPOSE	32.3%	25.0%	30.8%	32.4%	31.9%	36.5%	28.2%	33.8%	30.3%	34.4%	30.8%	36.5%	29.0%	28.0%	22.4%	34.4%	25.3%	37.5%
Somewhat	12.0%	12.5%	10.3%	10.8%	14.5%	11.8%	11.3%	12.3%	11.0%	13.0%	12.1%	11.8%	12.9%	8.0%	7.5%	10.9%	9.1%	9.4%
Strongly	20.3%	12.5%	20.5%	21.6%	17.4%	24.7%	16.9%	21.5%	19.3%	21.4%	18.7%	24.7%	16.1%	20.0%	14.9%	23.4%	16.2%	28.1%
DK/REFUSED	9.3%	9.4%	5.1%	9.5%	10.1%	10.6%	7.0%	10.1%	8.3%	10.4%	8.9%	10.6%	9.7%	13.0%	10.4%	14.1%	12.1%	12.5%
Net Diff.	26.0%	40.6%	33.3%	25.7%	26.1%	16.5%	36.6%	22.4%	31.0%	20.8%	29.4%	16.5%	32.3%	31.0%	44.8%	17.2%	37.4%	12.5%
Mean	2.86	3.14	2.92	2.88	2.87	2.70	3.02	2.81	2.95	2.78	2.92	2.70	2.89	2.94	3.08	2.76	3.01	2.68

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
SUPPORT	58.3%	67.5%	53.9%	56.4%	57.8%	58.3%	54.7%	59.8%	57.1%	56.0%	64.0%	55.0%	65.6%	69.0%	50.0%	70.6%	53.1%
Strongly	40.0%	55.0%	34.4%	44.9%	34.4%	42.6%	32.1%	40.9%	39.3%	35.0%	43.0%	42.0%	37.5%	57.1%	25.0%	44.1%	38.1%
Somewhat	18.3%	12.5%	19.5%	11.5%	23.3%	15.7%	22.6%	18.9%	17.9%	21.0%	21.0%	13.0%	28.1%	11.9%	25.0%	26.5%	15.0%
OPPOSE	32.3%	27.5%	38.3%	37.2%	34.4%	35.7%	35.8%	28.0%	35.7%	30.0%	32.0%	35.0%	21.9%	23.8%	40.6%	23.5%	36.9%
Somewhat	12.0%	10.0%	15.6%	14.1%	14.4%	14.8%	13.2%	9.1%	14.3%	11.0%	13.0%	12.0%	9.4%	14.3%	21.9%	5.9%	11.2%
Strongly	20.3%	17.5%	22.7%	23.1%	20.0%	20.9%	22.6%	18.9%	21.4%	19.0%	19.0%	23.0%	12.5%	9.5%	18.8%	17.6%	25.6%
DK/REFUSED	9.3%	5.0%	7.8%	6.4%	7.8%	6.1%	9.4%	12.1%	7.1%	14.0%	4.0%	10.0%	12.5%	7.1%	9.4%	5.9%	10.0%
Net Diff.	26.0%	40.0%	15.6%	19.2%	23.3%	22.6%	18.9%	31.8%	21.4%	26.0%	32.0%	20.0%	43.8%	45.2%	9.4%	47.1%	16.2%
Mean	2.86	3.11	2.71	2.84	2.78	2.85	2.71	2.93	2.81	2.84	2.92	2.82	3.04	3.26	2.62	3.03	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

13. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
SUPPORT	58.3%	65.5%	58.2%	54.7%	53.3%	45.7%	71.4%	58.3%	70.0%	-	-	46.7%	-	53.8%
Strongly	40.0%	46.6%	36.4%	32.8%	33.3%	42.9%	53.6%	41.7%	50.0%	-	-	20.0%	-	23.1%
Somewhat	18.3%	19.0%	21.8%	21.9%	20.0%	2.9%	17.9%	16.7%	20.0%	-	-	26.7%	-	30.8%
OPPOSE	32.3%	25.9%	29.1%	42.2%	33.3%	40.0%	25.0%	29.2%	20.0%	75.0%	100.0%	53.3%	100.0%	46.2%
Somewhat	12.0%	11.2%	10.9%	14.1%	10.0%	14.3%	14.3%	4.2%	-	25.0%	100.0%	6.7%	-	7.7%
Strongly	20.3%	14.7%	18.2%	28.1%	23.3%	25.7%	10.7%	25.0%	20.0%	50.0%	-	46.7%	100.0%	38.5%
DK/REFUSED	9.3%	8.6%	12.7%	3.1%	13.3%	14.3%	3.6%	12.5%	10.0%	25.0%	-	-	-	-
Net Diff.	26.0%	39.7%	29.1%	12.5%	20.0%	5.7%	46.4%	29.2%	50.0%	-75.0%	-100%	-6.7%	-100%	7.7%
Mean	2.86	3.07	2.88	2.61	2.73	2.73	3.19	2.86	3.11	1.33	2.00	2.20	1.00	2.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	78.0%	80.9%	73.3%	76.1%	80.1%	65.9%	68.8%	58.3%	87.8%	88.4%	50.0%	69.4%	69.7%	60.0%	77.3%
Strongly	57.3%	59.9%	53.3%	55.7%	60.2%	40.9%	46.9%	25.0%	71.8%	72.9%	-	46.3%	46.5%	40.0%	45.5%
Somewhat	20.7%	21.1%	20.0%	20.5%	19.9%	25.0%	21.9%	33.3%	16.0%	15.5%	50.0%	23.1%	23.2%	20.0%	31.8%
OPPOSE	13.7%	14.5%	15.0%	11.4%	13.3%	15.9%	18.8%	8.3%	8.4%	8.5%	-	19.7%	19.0%	40.0%	4.5%
Somewhat	6.0%	5.9%	6.7%	5.7%	5.5%	9.1%	9.4%	8.3%	3.1%	3.1%	-	8.8%	8.5%	20.0%	4.5%
Strongly	7.7%	8.6%	8.3%	5.7%	7.8%	6.8%	9.4%	-	5.3%	5.4%	-	10.9%	10.6%	20.0%	-
DK/REFUSED	8.3%	4.6%	11.7%	12.5%	6.6%	18.2%	12.5%	33.3%	3.8%	3.1%	50.0%	10.9%	11.3%	-	18.2%
Net Diff.	64.3%	66.4%	58.3%	64.8%	66.8%	50.0%	50.0%	50.0%	79.4%	79.8%	50.0%	49.7%	50.7%	20.0%	72.7%
Mean	3.39	3.39	3.34	3.44	3.42	3.22	3.21	3.25	3.60	3.61	3.00	3.18	3.19	2.80	3.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	78.0%	84.6%	74.4%	74.7%	74.4%	75.0%	73.7%	81.0%	77.5%	88.4%	89.5%	77.5%	73.8%	67.5%	90.0%	78.3%	79.6%	85.7%	100.0%	81.2%	79.5%
Strongly	57.3%	68.3%	51.2%	56.0%	47.4%	55.0%	57.9%	63.3%	54.9%	76.7%	68.4%	57.3%	50.3%	49.4%	70.0%	61.7%	54.9%	71.4%	50.0%	65.6%	61.5%
Somewhat	20.7%	16.3%	23.3%	18.7%	26.9%	20.0%	15.8%	17.7%	22.5%	11.6%	21.1%	20.2%	23.5%	18.2%	20.0%	16.7%	24.8%	14.3%	50.0%	15.6%	17.9%
OPPOSE	13.7%	12.5%	11.6%	16.0%	14.1%	20.0%	21.1%	10.1%	13.7%	9.3%	10.5%	15.7%	14.1%	20.8%	8.0%	15.0%	10.6%	14.3%	-	12.5%	13.7%
Somewhat	6.0%	5.8%	4.7%	6.7%	6.4%	5.0%	5.3%	6.3%	6.0%	2.3%	5.3%	7.9%	6.0%	9.1%	2.0%	8.3%	4.4%	-	-	3.1%	6.0%
Strongly	7.7%	6.7%	7.0%	9.3%	7.7%	15.0%	15.8%	3.8%	7.7%	7.0%	5.3%	7.9%	8.1%	11.7%	6.0%	6.7%	6.2%	14.3%	-	9.4%	7.7%
DK/REFUSED	8.3%	2.9%	14.0%	9.3%	11.5%	5.0%	5.3%	8.9%	8.8%	2.3%	-	6.7%	12.1%	11.7%	2.0%	6.7%	9.7%	-	-	6.2%	6.8%
Net Diff.	64.3%	72.1%	62.8%	58.7%	60.3%	55.0%	52.6%	70.9%	63.7%	79.1%	78.9%	61.8%	59.7%	46.8%	82.0%	63.3%	69.0%	71.4%	100.0%	68.8%	65.8%
Mean	3.39	3.50	3.38	3.34	3.29	3.21	3.22	3.54	3.37	3.62	3.53	3.36	3.32	3.19	3.57	3.43	3.42	3.43	3.50	3.47	3.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
SUPPORT	78.0%	66.7%	100.0%	83.3%	81.2%	81.8%	81.2%	79.7%	63.9%	63.6%	82.4%	70.0%	87.8%	88.2%	66.7%	68.6%	68.1%	100.0%	76.2%
Strongly	57.3%	55.6%	100.0%	66.7%	63.3%	66.7%	54.2%	55.7%	52.8%	27.3%	52.9%	50.0%	71.9%	72.8%	33.3%	43.6%	43.5%	50.0%	52.4%
Somewhat	20.7%	11.1%	-	16.7%	18.0%	15.2%	27.1%	24.1%	11.1%	36.4%	29.4%	20.0%	15.8%	15.4%	33.3%	25.0%	24.6%	50.0%	23.8%
OPPOSE	13.7%	22.2%	-	14.3%	13.3%	11.1%	6.2%	12.7%	30.6%	27.3%	17.6%	-	8.6%	8.1%	33.3%	20.7%	21.0%	-	-
Somewhat	6.0%	-	-	4.8%	5.5%	4.0%	4.2%	6.3%	11.1%	18.2%	5.9%	-	2.9%	2.9%	-	10.0%	10.1%	-	-
Strongly	7.7%	22.2%	-	9.5%	7.8%	7.1%	2.1%	6.3%	19.4%	9.1%	11.8%	-	5.8%	5.1%	33.3%	10.7%	10.9%	-	-
DK/REFUSED	8.3%	11.1%	-	2.4%	5.5%	7.1%	12.5%	7.6%	5.6%	9.1%	-	30.0%	3.6%	3.7%	-	10.7%	10.9%	-	23.8%
Net Diff.	64.3%	44.4%	100.0%	69.0%	68.0%	70.7%	75.0%	67.1%	33.3%	36.4%	64.7%	70.0%	79.1%	80.1%	33.3%	47.9%	47.1%	100.0%	76.2%
Mean	3.39	3.12	4.00	3.44	3.45	3.52	3.52	3.40	3.03	2.90	3.24	3.71	3.60	3.62	2.67	3.14	3.13	3.50	3.69

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
SUPPORT	78.0%	84.1%	84.8%	66.7%	71.1%	70.9%	75.0%	74.3%	86.9%	89.9%	90.1%	87.5%	65.8%	66.7%	33.3%	79.2%	78.4%	94.4%	91.1%	61.3%	75.0%		
Strongly	57.3%	68.2%	68.3%	66.7%	45.6%	47.3%	-	48.6%	69.0%	75.6%	74.8%	87.5%	41.7%	42.7%	-	50.0%	54.1%	83.3%	76.8%	41.9%	43.8%		
Somewhat	20.7%	15.9%	16.6%	-	25.4%	23.6%	75.0%	25.7%	17.9%	14.3%	15.3%	-	24.2%	23.9%	33.3%	29.2%	24.3%	11.1%	14.3%	19.4%	31.2%		
OPPOSE	13.7%	11.3%	11.0%	16.7%	18.4%	18.2%	25.0%	8.6%	10.7%	7.6%	7.2%	12.5%	20.8%	19.7%	66.7%	16.7%	8.1%	2.8%	6.2%	29.0%	-		
Somewhat	6.0%	4.0%	3.4%	16.7%	8.8%	8.2%	25.0%	5.7%	4.8%	2.5%	2.7%	-	10.0%	9.4%	33.3%	8.3%	2.7%	-	1.8%	9.7%	-		
Strongly	7.7%	7.3%	7.6%	-	9.6%	10.0%	-	2.9%	6.0%	5.0%	4.5%	12.5%	10.8%	10.3%	33.3%	8.3%	5.4%	2.8%	4.5%	19.4%	-		
DK/REFUSED	8.3%	4.6%	4.1%	16.7%	10.5%	10.9%	-	17.1%	2.4%	2.5%	2.7%	-	13.3%	13.7%	-	4.2%	13.5%	2.8%	2.7%	9.7%	25.0%		
Net Diff.	64.3%	72.8%	73.8%	50.0%	52.6%	52.7%	50.0%	65.7%	76.2%	82.4%	82.9%	75.0%	45.0%	47.0%	-33.3%	62.5%	70.3%	91.7%	84.8%	32.3%	75.0%		
Mean	3.39	3.52	3.52	3.60	3.20	3.21	2.75	3.45	3.54	3.65	3.65	3.62	3.12	3.15	2.00	3.26	3.47	3.80	3.68	2.93	3.58		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 5

	TOTAL																REGISTERED PARTY				
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
SUPPORT	78.0%	78.0%	77.0%	80.9%	75.4%	86.9%	60.8%	100.0%	-	74.2%	87.1%	91.6%	67.7%	79.6%	67.7%	89.1%	73.6%	72.1%	75.9%	50.0%	100.0%
Strongly	57.3%	60.0%	51.4%	60.0%	54.6%	64.6%	42.3%	73.5%	-	49.5%	70.3%	73.5%	61.3%	57.0%	61.3%	73.9%	48.6%	52.9%	55.6%	41.7%	50.0%
Somewhat	20.7%	18.0%	25.7%	20.9%	20.8%	22.3%	18.6%	26.5%	-	24.7%	16.8%	18.1%	6.5%	22.6%	6.5%	15.2%	25.0%	19.1%	20.4%	8.3%	50.0%
OPPOSE	13.7%	13.2%	16.2%	12.2%	19.2%	8.6%	25.8%	-	100.0%	15.4%	9.9%	4.8%	22.6%	12.1%	22.6%	6.5%	15.7%	19.1%	14.8%	41.7%	-
Somewhat	6.0%	5.4%	8.1%	2.6%	10.0%	4.0%	11.3%	-	43.9%	7.1%	4.0%	3.6%	6.5%	6.0%	6.5%	2.2%	7.1%	8.8%	5.6%	25.0%	-
Strongly	7.7%	7.8%	8.1%	9.6%	9.2%	4.6%	14.4%	-	56.1%	8.2%	5.9%	1.2%	16.1%	6.0%	16.1%	4.3%	8.6%	10.3%	9.3%	16.7%	-
DK/REFUSED	8.3%	8.8%	6.8%	7.0%	5.4%	4.6%	13.4%	-	-	10.4%	3.0%	3.6%	9.7%	8.3%	9.7%	4.3%	10.7%	8.8%	9.3%	8.3%	-
Net Diff.	64.3%	64.9%	60.8%	68.7%	56.2%	78.3%	35.1%	100.0%	-100%	58.8%	77.2%	86.7%	45.2%	67.5%	45.2%	82.6%	57.9%	52.9%	61.1%	8.3%	100.0%
Mean	3.39	3.43	3.29	3.41	3.28	3.54	3.02	3.74	1.44	3.29	3.56	3.70	3.25	3.42	3.25	3.66	3.27	3.26	3.35	2.82	3.50



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	78.0%	90.0%	68.4%	77.1%	88.5%	77.1%	66.7%	88.8%	65.1%	73.9%	91.7%	77.1%	68.2%	100.0%	77.7%	60.0%
Strongly	57.3%	77.5%	45.6%	65.7%	71.2%	50.6%	39.4%	73.8%	41.9%	50.0%	75.0%	51.0%	59.1%	83.3%	52.1%	46.7%
Somewhat	20.7%	12.5%	22.8%	11.4%	17.3%	26.5%	27.3%	15.0%	23.3%	23.9%	16.7%	26.0%	9.1%	16.7%	25.5%	13.3%
OPPOSE	13.7%	10.0%	26.3%	17.1%	3.8%	8.4%	21.2%	7.5%	18.6%	19.6%	-	14.6%	18.2%	-	13.8%	20.0%
Somewhat	6.0%	5.0%	8.8%	8.6%	-	6.0%	9.1%	2.5%	11.6%	4.3%	-	5.2%	18.2%	-	5.3%	20.0%
Strongly	7.7%	5.0%	17.5%	8.6%	3.8%	2.4%	12.1%	5.0%	7.0%	15.2%	-	9.4%	-	-	8.5%	-
DK/REFUSED	8.3%	-	5.3%	5.7%	7.7%	14.5%	12.1%	3.8%	16.3%	6.5%	8.3%	8.3%	13.6%	-	8.5%	20.0%
Net Diff.	64.3%	80.0%	42.1%	60.0%	84.6%	68.7%	45.5%	81.2%	46.5%	54.3%	91.7%	62.5%	50.0%	100.0%	63.8%	40.0%
Mean	3.39	3.62	3.02	3.42	3.69	3.46	3.07	3.64	3.19	3.16	3.82	3.30	3.47	3.83	3.33	3.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
SUPPORT	78.0%	91.8%	84.6%	72.2%	70.8%	73.8%	66.7%	87.8%	79.7%	94.7%	62.5%	67.7%	65.6%	87.5%	74.6%	67.9%	88.0%	60.6%	66.7%	87.7%
Strongly	57.3%	78.7%	65.4%	43.3%	41.7%	45.2%	45.0%	71.9%	62.5%	80.0%	50.0%	45.2%	43.8%	76.6%	42.4%	46.4%	68.0%	27.3%	41.7%	72.6%
Somewhat	20.7%	13.1%	19.2%	28.9%	29.2%	28.6%	21.7%	15.8%	17.2%	14.7%	12.5%	22.6%	21.9%	10.9%	32.2%	21.4%	20.0%	33.3%	25.0%	15.1%
OPPOSE	13.7%	3.3%	15.4%	16.7%	14.6%	19.0%	23.3%	7.9%	14.1%	2.7%	25.0%	29.0%	25.0%	10.9%	10.2%	21.4%	5.3%	24.2%	25.0%	7.5%
Somewhat	6.0%	3.3%	-	5.6%	4.2%	7.1%	11.7%	4.3%	7.8%	1.3%	12.5%	6.5%	15.6%	4.7%	5.1%	7.1%	4.0%	9.1%	8.3%	3.8%
Strongly	7.7%	-	15.4%	11.1%	10.4%	11.9%	11.7%	3.6%	6.2%	1.3%	12.5%	22.6%	9.4%	6.2%	5.1%	14.3%	1.3%	15.2%	16.7%	3.8%
DK/REFUSED	8.3%	4.9%	-	11.1%	14.6%	7.1%	10.0%	4.3%	6.2%	2.7%	12.5%	3.2%	9.4%	1.6%	15.3%	10.7%	6.7%	15.2%	8.3%	4.7%
Net Diff.	64.3%	88.5%	69.2%	55.6%	56.2%	54.8%	43.3%	79.9%	65.6%	92.0%	37.5%	38.7%	40.6%	76.6%	64.4%	46.4%	82.7%	36.4%	41.7%	80.2%
Mean	3.39	3.79	3.35	3.18	3.20	3.15	3.11	3.63	3.45	3.78	3.14	2.93	3.10	3.60	3.32	3.12	3.66	2.86	3.00	3.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	78.0%	78.9%	66.7%	87.5%	80.0%	66.7%	86.4%	90.0%	70.2%	60.0%	82.1%	76.8%	83.6%	71.9%	83.3%	69.8%	83.7%	74.1%	86.2%	66.1%
Strongly	57.3%	52.6%	47.2%	68.8%	54.5%	48.5%	59.1%	75.0%	45.0%	40.0%	59.7%	56.6%	64.5%	48.8%	66.7%	50.8%	63.0%	46.6%	72.3%	40.3%
Somewhat	20.7%	26.3%	19.4%	18.8%	25.5%	18.2%	27.3%	15.0%	25.2%	20.0%	22.4%	20.2%	19.1%	23.1%	16.7%	19.0%	20.7%	27.6%	13.8%	25.8%
OPPOSE	13.7%	12.3%	22.2%	9.4%	10.9%	21.2%	13.6%	5.8%	19.2%	30.0%	9.0%	14.9%	9.2%	20.7%	11.7%	27.0%	7.6%	13.8%	7.4%	24.2%
Somewhat	6.0%	3.5%	13.9%	6.2%	3.6%	12.1%	9.1%	2.5%	8.6%	10.0%	4.5%	6.6%	4.6%	8.3%	6.7%	9.5%	3.3%	6.9%	2.1%	9.7%
Strongly	7.7%	8.8%	8.3%	3.1%	7.3%	9.1%	4.5%	3.3%	10.6%	20.0%	4.5%	8.3%	4.6%	12.4%	5.0%	17.5%	4.3%	6.9%	5.3%	14.5%
DK/REFUSED	8.3%	8.8%	11.1%	3.1%	9.1%	12.1%	-	4.2%	10.6%	10.0%	9.0%	8.3%	7.2%	7.4%	5.0%	3.2%	8.7%	12.1%	6.4%	9.7%
Net Diff.	64.3%	66.7%	44.4%	78.1%	69.1%	45.5%	72.7%	84.2%	51.0%	30.0%	73.1%	61.8%	74.3%	51.2%	71.7%	42.9%	76.1%	60.3%	78.7%	41.9%
Mean	3.39	3.35	3.19	3.58	3.40	3.21	3.41	3.69	3.17	2.89	3.51	3.36	3.55	3.17	3.53	3.07	3.56	3.29	3.64	3.02

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	78.0%	79.3%	78.0%	76.9%	78.8%	82.1%	70.6%	79.7%	68.0%	84.3%	72.4%	82.6%	62.3%	81.0%	76.7%	79.4%	76.5%	81.6%	73.8%	81.2%	73.3%	
Strongly	57.3%	51.7%	57.6%	48.1%	57.7%	62.7%	46.8%	70.3%	42.0%	55.7%	50.0%	64.1%	39.6%	59.5%	52.1%	52.9%	52.9%	60.7%	53.1%	63.8%	56.7%	
Somewhat	20.7%	27.6%	20.3%	28.8%	21.2%	19.4%	23.8%	9.4%	26.0%	28.6%	22.4%	18.5%	22.6%	21.4%	24.7%	26.5%	23.5%	20.9%	20.8%	17.4%	16.7%	
OPPOSE	13.7%	12.1%	16.9%	13.5%	15.4%	14.9%	16.7%	20.3%	24.0%	10.0%	11.8%	13.0%	20.8%	19.0%	13.7%	20.6%	13.2%	10.4%	17.7%	13.0%	25.0%	
Somewhat	6.0%	8.6%	6.8%	9.6%	5.8%	6.0%	7.9%	9.4%	8.0%	2.9%	7.9%	5.4%	7.5%	7.1%	8.2%	5.9%	8.8%	6.7%	5.4%	8.7%	6.7%	
Strongly	7.7%	3.4%	10.2%	3.8%	9.6%	9.0%	8.7%	10.9%	16.0%	7.1%	3.9%	7.6%	13.2%	11.9%	5.5%	14.7%	4.4%	3.7%	12.3%	4.3%	18.3%	
DK/REFUSED	8.3%	8.6%	5.1%	9.6%	5.8%	3.0%	12.7%	-	8.0%	5.7%	15.8%	4.3%	17.0%	-	9.6%	-	10.3%	8.0%	8.5%	5.8%	1.7%	
Net Diff.	64.3%	67.2%	61.0%	63.5%	63.5%	67.2%	54.0%	59.4%	44.0%	74.3%	60.5%	69.6%	41.5%	61.9%	63.0%	58.8%	63.2%	71.2%	56.2%	68.1%	48.3%	
Mean	3.39	3.40	3.32	3.34	3.35	3.40	3.25	3.39	3.02	3.41	3.41	3.45	3.07	3.29	3.36	3.18	3.39	3.51	3.25	3.49	3.14	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	78.0%	81.9%	74.3%	84.7%	72.5%	78.2%	76.0%	78.3%	75.0%	85.3%	70.3%	82.5%	70.9%	87.7%	69.9%	84.2%	71.4%	87.8%	69.3%	86.7%	70.4%
Strongly	57.3%	58.5%	50.0%	67.1%	51.2%	53.8%	56.0%	53.6%	52.3%	66.2%	48.6%	66.7%	54.5%	65.8%	44.6%	69.5%	42.9%	58.5%	53.3%	53.3%	53.5%
Somewhat	20.7%	23.4%	24.3%	17.6%	21.2%	24.4%	20.0%	24.6%	22.7%	19.1%	21.7%	15.9%	16.4%	21.9%	25.3%	14.7%	28.6%	29.3%	16.0%	33.3%	16.9%
OPPOSE	13.7%	8.5%	11.4%	9.4%	17.5%	11.5%	18.0%	11.6%	18.2%	9.6%	18.1%	15.9%	23.6%	4.1%	14.5%	10.5%	17.5%	7.3%	18.7%	10.0%	16.9%
Somewhat	6.0%	5.3%	4.3%	4.7%	6.2%	9.0%	4.0%	8.7%	4.5%	4.4%	8.0%	6.3%	9.1%	2.7%	7.2%	5.3%	6.3%	2.4%	9.3%	3.3%	8.5%
Strongly	7.7%	3.2%	7.1%	4.7%	11.2%	2.6%	14.0%	2.9%	13.6%	5.1%	10.1%	9.5%	14.5%	1.4%	7.2%	5.3%	11.1%	4.9%	9.3%	6.7%	8.5%
DK/REFUSED	8.3%	9.6%	14.3%	5.9%	10.0%	10.3%	6.0%	10.1%	6.8%	5.1%	11.6%	1.6%	5.5%	8.2%	15.7%	5.3%	11.1%	4.9%	12.0%	3.3%	12.7%
Net Diff.	64.3%	73.4%	62.9%	75.3%	55.0%	66.7%	58.0%	66.7%	56.8%	75.7%	52.2%	66.7%	47.3%	83.6%	55.4%	73.7%	54.0%	80.5%	50.7%	76.7%	53.5%
Mean	3.39	3.52	3.37	3.56	3.25	3.44	3.26	3.44	3.22	3.54	3.23	3.42	3.17	3.66	3.27	3.57	3.16	3.49	3.29	3.38	3.32

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
SUPPORT	78.0%	89.1%	90.0%	90.6%	88.0%	67.6%	75.0%	64.0%	64.8%	86.7%	70.2%	90.9%	65.8%	89.8%	67.6%	87.8%	67.7%	87.2%	68.3%
Strongly	57.3%	66.4%	66.7%	68.8%	65.3%	48.5%	55.0%	40.0%	47.9%	70.0%	56.1%	63.6%	43.0%	70.5%	45.1%	59.2%	52.3%	53.8%	53.3%
Somewhat	20.7%	22.6%	23.3%	21.9%	22.7%	19.1%	20.0%	24.0%	16.9%	16.7%	14.0%	27.3%	22.8%	19.3%	22.5%	28.6%	15.4%	33.3%	15.0%
OPPOSE	13.7%	8.0%	6.7%	3.1%	10.7%	19.1%	15.0%	32.0%	16.9%	10.0%	26.3%	6.5%	13.9%	8.0%	19.7%	8.2%	18.5%	10.3%	16.7%
Somewhat	6.0%	2.9%	3.3%	3.1%	2.7%	8.8%	12.5%	8.0%	7.0%	5.0%	8.8%	1.3%	8.9%	2.3%	8.5%	4.1%	9.2%	5.1%	8.3%
Strongly	7.7%	5.1%	3.3%	-	8.0%	10.3%	2.5%	24.0%	9.9%	5.0%	17.5%	5.2%	5.1%	5.7%	11.3%	4.1%	9.2%	5.1%	8.3%
DK/REFUSED	8.3%	2.9%	3.3%	6.2%	1.3%	13.2%	10.0%	4.0%	18.3%	3.3%	3.5%	2.6%	20.3%	2.3%	12.7%	4.1%	13.8%	2.6%	15.0%
Net Diff.	64.3%	81.0%	83.3%	87.5%	77.3%	48.5%	60.0%	32.0%	47.9%	76.7%	43.9%	84.4%	51.9%	81.8%	47.9%	79.6%	49.2%	76.9%	51.7%
Mean	3.39	3.55	3.59	3.70	3.47	3.22	3.42	2.83	3.26	3.57	3.13	3.53	3.30	3.58	3.16	3.49	3.29	3.39	3.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
SUPPORT	78.0%	78.7%	76.9%	76.5%	85.7%	-	100.0%	81.1%	72.4%	69.4%	100.0%	-	100.0%	76.8%	80.6%	81.8%	50.0%	-	100.0%		
Strongly	57.3%	59.2%	54.6%	53.0%	57.1%	-	100.0%	66.2%	53.4%	49.0%	80.0%	-	100.0%	53.7%	55.6%	56.1%	-	-	100.0%		
Somewhat	20.7%	19.5%	22.3%	23.5%	28.6%	-	-	14.9%	19.0%	20.4%	20.0%	-	-	23.2%	25.0%	25.8%	50.0%	-	-		
OPPOSE	13.7%	13.6%	13.8%	13.9%	14.3%	50.0%	-	16.2%	22.4%	24.5%	-	100.0%	-	11.6%	6.9%	6.1%	50.0%	-	-		
Somewhat	6.0%	5.3%	6.9%	7.0%	14.3%	-	-	6.8%	8.6%	10.2%	-	-	-	4.2%	5.6%	4.5%	50.0%	-	-		
Strongly	7.7%	8.3%	6.9%	7.0%	-	50.0%	-	9.5%	13.8%	14.3%	-	100.0%	-	7.4%	1.4%	1.5%	-	-	-		
DK/REFUSED	8.3%	7.7%	9.2%	9.6%	-	50.0%	-	2.7%	5.2%	6.1%	-	-	-	11.6%	12.5%	12.1%	-	100.0%	-		
Net Diff.	64.3%	65.1%	63.1%	62.6%	71.4%	-50.0%	100.0%	64.9%	50.0%	44.9%	100.0%	-100%	100.0%	65.3%	73.6%	75.8%	-	-	100.0%		
Mean	3.39	3.40	3.37	3.36	3.43	1.00	4.00	3.42	3.18	3.11	3.80	1.00	4.00	3.39	3.54	3.55	2.50	-	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	78.0%	78.1%	89.7%	74.3%	78.3%	76.5%	84.5%	76.3%	79.3%	77.3%	79.0%	76.5%	87.1%	75.0%	83.6%	71.9%	77.8%	78.1%
Strongly	57.3%	43.8%	66.7%	62.2%	50.7%	60.0%	56.3%	57.9%	59.3%	55.8%	56.5%	60.0%	64.5%	60.0%	68.7%	53.1%	62.6%	56.2%
Somewhat	20.7%	34.4%	23.1%	12.2%	27.5%	16.5%	28.2%	18.4%	20.0%	21.4%	22.4%	16.5%	22.6%	15.0%	14.9%	18.8%	15.2%	21.9%
OPPOSE	13.7%	15.6%	5.1%	10.8%	17.4%	15.3%	9.9%	14.5%	10.3%	16.2%	12.6%	15.3%	9.7%	21.0%	11.9%	25.0%	19.2%	15.6%
Somewhat	6.0%	3.1%	-	6.8%	5.8%	8.2%	1.4%	7.0%	4.1%	7.1%	4.7%	8.2%	-	9.0%	4.5%	9.4%	6.1%	9.4%
Strongly	7.7%	12.5%	5.1%	4.1%	11.6%	7.1%	8.5%	7.5%	6.2%	9.1%	7.9%	7.1%	9.7%	12.0%	7.5%	15.6%	13.1%	6.2%
DK/REFUSED	8.3%	6.2%	5.1%	14.9%	4.3%	8.2%	5.6%	9.2%	10.3%	6.5%	8.4%	8.2%	3.2%	4.0%	4.5%	3.1%	3.0%	6.2%
Net Diff.	64.3%	62.5%	84.6%	63.5%	60.9%	61.2%	74.6%	61.8%	69.0%	61.0%	66.4%	61.2%	77.4%	54.0%	71.6%	46.9%	58.6%	62.5%
Mean	3.39	3.17	3.59	3.56	3.23	3.41	3.40	3.40	3.48	3.33	3.39	3.41	3.47	3.28	3.52	3.13	3.31	3.37



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
SUPPORT	78.0%	82.5%	77.3%	75.6%	81.1%	80.0%	75.5%	77.3%	78.6%	76.0%	82.0%	76.0%	75.0%	81.0%	81.2%	73.5%	78.1%
Strongly	57.3%	50.0%	56.2%	51.3%	57.8%	51.3%	62.3%	60.6%	54.8%	54.0%	62.0%	56.0%	50.0%	54.8%	53.1%	61.8%	59.4%
Somewhat	20.7%	32.5%	21.1%	24.4%	23.3%	28.7%	13.2%	16.7%	23.8%	22.0%	20.0%	20.0%	25.0%	26.2%	28.1%	11.8%	18.8%
OPPOSE	13.7%	10.0%	9.4%	9.0%	10.0%	7.0%	15.1%	18.9%	9.5%	17.0%	9.0%	15.0%	15.6%	14.3%	9.4%	14.7%	13.8%
Somewhat	6.0%	2.5%	5.5%	3.8%	5.6%	3.5%	7.5%	7.6%	4.8%	6.0%	4.0%	8.0%	6.2%	4.8%	9.4%	2.9%	6.2%
Strongly	7.7%	7.5%	3.9%	5.1%	4.4%	3.5%	7.5%	11.4%	4.8%	11.0%	5.0%	7.0%	9.4%	9.5%	-	11.8%	7.5%
DK/REFUSED	8.3%	7.5%	13.3%	15.4%	8.9%	13.0%	9.4%	3.8%	11.9%	7.0%	9.0%	9.0%	9.4%	4.8%	9.4%	11.8%	8.1%
Net Diff.	64.3%	72.5%	68.0%	66.7%	71.1%	73.0%	60.4%	58.3%	69.0%	59.0%	73.0%	61.0%	59.4%	66.7%	71.9%	58.8%	64.4%
Mean	3.39	3.35	3.50	3.44	3.48	3.47	3.44	3.31	3.46	3.28	3.53	3.37	3.28	3.32	3.48	3.40	3.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

14. Support/Oppose: Lowering the state income tax rate to two-point five percent by 2030.

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
SUPPORT	78.0%	79.3%	83.6%	75.0%	76.7%	71.4%	75.0%	79.2%	85.0%	50.0%	100.0%	53.3%	50.0%	53.8%
Strongly	57.3%	55.2%	67.3%	59.4%	46.7%	54.3%	46.4%	70.8%	75.0%	50.0%	-	40.0%	50.0%	38.5%
Somewhat	20.7%	24.1%	16.4%	15.6%	30.0%	17.1%	28.6%	8.3%	10.0%	-	100.0%	13.3%	-	15.4%
OPPOSE	13.7%	12.9%	5.5%	15.6%	16.7%	22.9%	21.4%	16.7%	10.0%	50.0%	-	20.0%	50.0%	15.4%
Somewhat	6.0%	5.2%	1.8%	9.4%	3.3%	11.4%	14.3%	4.2%	5.0%	-	-	6.7%	-	7.7%
Strongly	7.7%	7.8%	3.6%	6.2%	13.3%	11.4%	7.1%	12.5%	5.0%	50.0%	-	13.3%	50.0%	7.7%
DK/REFUSED	8.3%	7.8%	10.9%	9.4%	6.7%	5.7%	3.6%	4.2%	5.0%	-	-	26.7%	-	30.8%
Net Diff.	64.3%	66.4%	78.2%	59.4%	60.0%	48.6%	53.6%	62.5%	75.0%	-	100.0%	33.3%	-	38.5%
Mean	3.39	3.37	3.65	3.41	3.18	3.21	3.19	3.43	3.63	2.50	3.00	3.09	2.50	3.22

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	60.7%	57.9%	68.3%	60.2%	59.4%	68.2%	68.8%	66.7%	32.1%	31.8%	50.0%	85.0%	85.2%	80.0%	68.2%
Strongly	46.0%	43.4%	56.7%	43.2%	44.5%	54.5%	53.1%	58.3%	15.3%	14.7%	50.0%	72.8%	73.9%	40.0%	50.0%
Somewhat	14.7%	14.5%	11.7%	17.0%	14.8%	13.6%	15.6%	8.3%	16.8%	17.1%	-	12.2%	11.3%	40.0%	18.2%
OPPOSE	33.7%	34.2%	28.3%	36.4%	35.2%	25.0%	21.9%	33.3%	58.8%	58.9%	50.0%	12.9%	13.4%	-	22.7%
Somewhat	12.0%	13.2%	8.3%	12.5%	12.5%	9.1%	6.2%	16.7%	25.2%	25.6%	-	1.4%	1.4%	-	4.5%
Strongly	21.7%	21.1%	20.0%	23.9%	22.7%	15.9%	15.6%	16.7%	33.6%	33.3%	50.0%	11.6%	12.0%	-	18.2%
DK/REFUSED	5.7%	7.9%	3.3%	3.4%	5.5%	6.8%	9.4%	-	9.2%	9.3%	-	2.0%	1.4%	20.0%	9.1%
Net Diff.	27.0%	23.7%	40.0%	23.9%	24.2%	43.2%	46.9%	33.3%	-26.7%	-27.1%	-	72.1%	71.8%	80.0%	45.5%
Mean	2.90	2.87	3.09	2.82	2.86	3.15	3.17	3.08	2.15	2.15	2.50	3.49	3.49	3.50	3.10

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	60.7%	49.0%	67.4%	65.3%	67.9%	85.0%	57.9%	58.2%	59.3%	44.2%	63.2%	60.7%	65.1%	81.8%	32.0%	61.7%	58.4%	71.4%	25.0%	75.0%	62.4%
Strongly	46.0%	30.8%	60.5%	48.0%	56.4%	70.0%	47.4%	44.3%	44.0%	30.2%	52.6%	47.2%	49.0%	72.7%	16.0%	43.3%	42.5%	42.9%	25.0%	65.6%	48.7%
Somewhat	14.7%	18.3%	7.0%	17.3%	11.5%	15.0%	10.5%	13.9%	15.4%	14.0%	10.5%	13.5%	16.1%	9.1%	16.0%	18.3%	15.9%	28.6%	-	9.4%	13.7%
OPPOSE	33.7%	44.2%	32.6%	29.3%	24.4%	15.0%	42.1%	35.4%	34.1%	53.5%	36.8%	33.7%	27.5%	14.3%	58.0%	36.7%	34.5%	28.6%	75.0%	25.0%	33.3%
Somewhat	12.0%	17.3%	9.3%	10.7%	7.7%	-	15.8%	11.4%	13.2%	16.3%	5.3%	12.4%	11.4%	2.6%	26.0%	10.0%	13.3%	-	50.0%	9.4%	10.3%
Strongly	21.7%	26.9%	23.3%	18.7%	16.7%	15.0%	26.3%	24.1%	20.9%	37.2%	31.6%	21.3%	16.1%	11.7%	32.0%	26.7%	21.2%	28.6%	25.0%	15.6%	23.1%
DK/REFUSED	5.7%	6.7%	-	5.3%	7.7%	-	-	6.3%	6.6%	2.3%	-	5.6%	7.4%	3.9%	10.0%	1.7%	7.1%	-	-	-	4.3%
Net Diff.	27.0%	4.8%	34.9%	36.0%	43.6%	70.0%	15.8%	22.8%	25.3%	-9.3%	26.3%	27.0%	37.6%	67.5%	-26.0%	25.0%	23.9%	42.9%	-50.0%	50.0%	29.1%
Mean	2.90	2.57	3.05	3.00	3.17	3.40	2.79	2.84	2.88	2.38	2.84	2.92	3.06	3.49	2.18	2.80	2.86	2.86	2.25	3.25	2.92

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
SUPPORT	60.7%	66.7%	66.7%	57.1%	59.4%	49.5%	83.3%	51.9%	69.4%	90.9%	76.5%	40.0%	34.5%	35.3%	-	84.3%	84.1%	100.0%	76.2%
Strongly	46.0%	66.7%	66.7%	47.6%	46.9%	25.3%	72.9%	40.5%	63.9%	81.8%	64.7%	30.0%	18.7%	19.1%	-	72.1%	71.7%	100.0%	52.4%
Somewhat	14.7%	-	-	9.5%	12.5%	24.2%	10.4%	11.4%	5.6%	9.1%	11.8%	10.0%	15.8%	16.2%	-	12.1%	12.3%	-	23.8%
OPPOSE	33.7%	33.3%	33.3%	42.9%	36.7%	41.4%	14.6%	43.0%	25.0%	9.1%	23.5%	50.0%	56.8%	56.6%	66.7%	14.3%	14.5%	-	9.5%
Somewhat	12.0%	-	33.3%	14.3%	13.3%	17.2%	-	15.2%	13.9%	-	-	20.0%	23.0%	22.8%	33.3%	1.4%	1.4%	-	9.5%
Strongly	21.7%	33.3%	-	28.6%	23.4%	24.2%	14.6%	27.8%	11.1%	9.1%	23.5%	30.0%	33.8%	33.8%	33.3%	12.9%	13.0%	-	-
DK/REFUSED	5.7%	-	-	-	3.9%	9.1%	2.1%	5.1%	5.6%	-	-	10.0%	8.6%	8.1%	33.3%	1.4%	1.4%	-	14.3%
Net Diff.	27.0%	33.3%	33.3%	14.3%	22.7%	8.1%	68.8%	8.9%	44.4%	81.8%	52.9%	-10.0%	-22.3%	-21.3%	-66.7%	70.0%	69.6%	100.0%	66.7%
Mean	2.90	3.00	3.33	2.76	2.86	2.56	3.45	2.68	3.29	3.64	3.18	2.44	2.21	2.22	1.50	3.46	3.45	4.00	3.50

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
SUPPORT	60.7%	40.4%	39.3%	66.7%	84.2%	83.6%	100.0%	71.4%	39.3%	30.3%	29.7%	37.5%	87.5%	87.2%	100.0%	62.5%	70.3%	36.1%	30.4%	71.0%	75.0%		
Strongly	46.0%	23.2%	22.1%	50.0%	73.7%	75.5%	25.0%	54.3%	19.0%	14.3%	15.3%	-	77.5%	77.8%	66.7%	37.5%	51.4%	19.4%	15.2%	51.6%	50.0%		
Somewhat	14.7%	17.2%	17.2%	16.7%	10.5%	8.2%	75.0%	17.1%	20.2%	16.0%	14.4%	37.5%	10.0%	9.4%	33.3%	25.0%	18.9%	16.7%	15.2%	19.4%	25.0%		
OPPOSE	33.7%	52.3%	53.8%	16.7%	14.9%	15.5%	-	14.3%	53.6%	61.3%	63.1%	37.5%	12.5%	12.8%	-	29.2%	16.2%	61.1%	61.6%	25.8%	6.2%		
Somewhat	12.0%	21.9%	22.1%	16.7%	0.9%	0.9%	-	5.7%	21.4%	25.2%	25.2%	25.0%	1.7%	1.7%	-	4.2%	8.1%	16.7%	25.9%	9.7%	6.2%		
Strongly	21.7%	30.5%	31.7%	-	14.0%	14.5%	-	8.6%	32.1%	36.1%	37.8%	12.5%	10.8%	11.1%	-	25.0%	8.1%	44.4%	35.7%	16.1%	-		
DK/REFUSED	5.7%	7.3%	6.9%	16.7%	0.9%	0.9%	-	14.3%	7.1%	8.4%	7.2%	25.0%	-	-	-	8.3%	13.5%	2.8%	8.0%	3.2%	18.8%		
Net Diff.	27.0%	-11.9%	-14.5%	50.0%	69.3%	68.2%	100.0%	57.1%	-14.3%	-31.1%	-33.3%	-	75.0%	74.4%	100.0%	33.3%	54.1%	-25.0%	-31.2%	45.2%	68.8%		
Mean	2.90	2.36	2.32	3.40	3.45	3.46	3.25	3.37	2.28	2.09	2.08	2.33	3.54	3.54	3.67	2.82	3.31	2.11	2.11	3.10	3.54		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 5

	TOTAL															REGISTERED PARTY											
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA			LEGALIZING SPORTS BETTING IN NC			GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS			LOWERING THE STATE INCOME TAX RATE			EXPAND STATE MEDICAID PROGRAM			EXPAND PROGRAM IF REQUIRED EMPLOYMENT			EXPAND MEDICAID COMBO								
	SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref			
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2						
SUPPORT	60.7%	63.9%	51.4%	62.6%	54.6%	55.4%	66.0%	57.7%	68.3%	100.0%	-	-	-	68.7%	-	39.1%	81.4%	47.1%	46.3%	50.0%	50.0%						
Strongly	46.0%	54.1%	29.7%	49.6%	38.5%	39.4%	54.6%	40.6%	61.0%	75.8%	-	-	-	52.1%	-	19.6%	67.9%	36.8%	35.2%	50.0%	-						
Somewhat	14.7%	9.8%	21.6%	13.0%	16.2%	16.0%	11.3%	17.1%	7.3%	24.2%	-	-	-	16.6%	-	19.6%	13.6%	10.3%	11.1%	-	50.0%						
OPPOSE	33.7%	30.7%	44.6%	31.3%	41.5%	37.1%	30.9%	37.6%	24.4%	-	100.0%	84.3%	96.8%	26.4%	96.8%	51.1%	17.1%	44.1%	48.1%	25.0%	50.0%						
Somewhat	12.0%	9.8%	18.9%	13.9%	13.1%	15.4%	8.2%	13.7%	7.3%	-	35.6%	36.1%	19.4%	11.3%	19.4%	20.7%	5.0%	14.7%	16.7%	8.3%	-						
Strongly	21.7%	21.0%	25.7%	17.4%	28.5%	21.7%	22.7%	23.9%	17.1%	-	64.4%	48.2%	77.4%	15.1%	77.4%	30.4%	12.1%	29.4%	31.5%	16.7%	50.0%						
DK/REFUSED	5.7%	5.4%	4.1%	6.1%	3.8%	7.4%	3.1%	4.7%	7.3%	-	-	15.7%	3.2%	4.9%	3.2%	9.8%	1.4%	8.8%	5.6%	25.0%	-						
Net Diff.	27.0%	33.2%	6.8%	31.3%	13.1%	18.3%	35.1%	20.1%	43.9%	100.0%	-100%	-84.3%	-96.8%	42.3%	-96.8%	-12.0%	64.3%	2.9%	-1.9%	25.0%	-						
Mean	2.90	3.03	2.58	3.01	2.67	2.79	3.01	2.78	3.21	3.76	1.36	1.43	1.20	3.11	1.20	2.31	3.39	2.60	2.53	3.11	2.00						

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	60.7%	45.0%	86.0%	34.3%	34.6%	78.3%	60.6%	40.0%	81.4%	50.0%	33.3%	81.2%	40.9%	33.3%	80.9%	53.3%
Strongly	46.0%	25.0%	71.9%	20.0%	15.4%	65.1%	54.5%	20.0%	72.1%	39.1%	16.7%	65.6%	31.8%	33.3%	64.9%	40.0%
Somewhat	14.7%	20.0%	14.0%	14.3%	19.2%	13.3%	6.1%	20.0%	9.3%	10.9%	16.7%	15.6%	9.1%	-	16.0%	13.3%
OPPOSE	33.7%	47.5%	14.0%	54.3%	53.8%	19.3%	33.3%	51.2%	16.3%	41.3%	50.0%	17.7%	50.0%	50.0%	18.1%	33.3%
Somewhat	12.0%	22.5%	3.5%	17.1%	19.2%	6.0%	12.1%	21.2%	11.6%	17.4%	16.7%	2.1%	9.1%	16.7%	2.1%	-
Strongly	21.7%	25.0%	10.5%	37.1%	34.6%	13.3%	21.2%	30.0%	4.7%	23.9%	33.3%	15.6%	40.9%	33.3%	16.0%	33.3%
DK/REFUSED	5.7%	7.5%	-	11.4%	11.5%	2.4%	6.1%	8.8%	2.3%	8.7%	16.7%	1.0%	9.1%	16.7%	1.1%	13.3%
Net Diff.	27.0%	-2.5%	71.9%	-20.0%	-19.2%	59.0%	27.3%	-11.2%	65.1%	8.7%	-16.7%	63.5%	-9.1%	-16.7%	62.8%	20.0%
Mean	2.90	2.49	3.47	2.19	2.17	3.33	3.00	2.33	3.52	2.71	2.20	3.33	2.35	2.40	3.31	2.69



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:		IDEOLOGY:		IDEOLOGY:			
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
SUPPORT	60.7%	36.1%	42.3%	84.4%	83.3%	85.7%	76.7%	38.8%	45.3%	33.3%	37.5%	80.6%	78.1%	42.2%	86.4%	75.0%	36.0%	90.9%	79.2%	36.8%
Strongly	46.0%	16.4%	19.2%	71.1%	75.0%	66.7%	63.3%	22.3%	29.7%	16.0%	25.0%	67.7%	68.8%	21.9%	72.9%	57.1%	22.7%	87.9%	62.5%	17.9%
Somewhat	14.7%	19.7%	23.1%	13.3%	8.3%	19.0%	13.3%	16.5%	15.6%	17.3%	12.5%	12.9%	9.4%	20.3%	13.6%	17.9%	13.3%	3.0%	16.7%	18.9%
OPPOSE	33.7%	54.1%	46.2%	15.6%	16.7%	14.3%	16.7%	51.8%	40.6%	61.3%	50.0%	19.4%	15.6%	50.0%	13.6%	17.9%	53.3%	9.1%	12.5%	53.8%
Somewhat	12.0%	21.3%	19.2%	2.2%	2.1%	2.4%	5.0%	20.1%	17.2%	22.7%	37.5%	-	6.2%	21.9%	3.4%	3.6%	18.7%	6.1%	12.5%	21.7%
Strongly	21.7%	32.8%	26.9%	13.3%	14.6%	11.9%	11.7%	31.7%	23.4%	38.7%	12.5%	19.4%	9.4%	28.1%	10.2%	14.3%	34.7%	3.0%	-	32.1%
DK/REFUSED	5.7%	9.8%	11.5%	-	-	-	6.7%	9.4%	14.1%	5.3%	12.5%	-	6.2%	7.8%	-	7.1%	10.7%	-	8.3%	9.4%
Net Diff.	27.0%	-18.0%	-3.8%	68.9%	66.7%	71.4%	60.0%	-12.9%	4.7%	-28.0%	-12.5%	61.3%	62.5%	-7.8%	72.9%	57.1%	-17.3%	81.8%	66.7%	-17.0%
Mean	2.90	2.22	2.39	3.42	3.44	3.40	3.38	2.33	2.60	2.11	2.57	3.29	3.47	2.39	3.49	3.27	2.27	3.76	3.55	2.25

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	60.7%	80.7%	75.0%	43.8%	80.0%	75.8%	59.1%	30.0%	84.8%	70.0%	61.2%	61.0%	53.3%	69.4%	53.3%	65.1%	53.3%	74.1%	42.6%	71.0%
Strongly	46.0%	61.4%	63.9%	34.4%	60.0%	66.7%	50.0%	12.5%	72.8%	40.0%	49.3%	45.2%	34.9%	57.9%	31.7%	55.6%	37.0%	60.3%	26.6%	58.1%
Somewhat	14.7%	19.3%	11.1%	9.4%	20.0%	9.1%	9.1%	17.5%	11.9%	30.0%	11.9%	15.8%	18.4%	11.6%	21.7%	9.5%	16.3%	13.8%	16.0%	12.9%
OPPOSE	33.7%	19.3%	19.4%	46.9%	20.0%	18.2%	31.8%	60.8%	13.2%	10.0%	32.8%	33.3%	38.2%	28.1%	40.0%	30.2%	37.0%	25.9%	46.8%	25.8%
Somewhat	12.0%	-	-	15.6%	-	-	9.1%	26.7%	1.3%	10.0%	13.4%	11.4%	15.8%	7.4%	18.3%	9.5%	14.1%	5.2%	20.2%	12.9%
Strongly	21.7%	19.3%	19.4%	31.2%	20.0%	18.2%	22.7%	34.2%	11.9%	-	19.4%	21.9%	22.4%	20.7%	21.7%	20.6%	22.8%	20.7%	26.6%	12.9%
DK/REFUSED	5.7%	-	5.6%	9.4%	-	6.1%	9.1%	9.2%	2.0%	20.0%	6.0%	5.7%	8.6%	2.5%	6.7%	4.8%	9.8%	-	10.6%	3.2%
Net Diff.	27.0%	61.4%	55.6%	-3.1%	60.0%	57.6%	27.3%	-30.8%	71.5%	60.0%	28.4%	27.6%	15.1%	41.3%	13.3%	34.9%	16.3%	48.3%	-4.3%	45.2%
Mean	2.90	3.23	3.26	2.52	3.20	3.32	2.95	2.09	3.49	3.38	2.97	2.89	2.72	3.09	2.68	3.05	2.75	3.14	2.48	3.20

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	60.7%	70.7%	67.8%	76.9%	69.2%	56.7%	70.6%	59.4%	70.0%	54.3%	71.1%	52.2%	66.0%	66.7%	74.0%	76.5%	75.0%	62.6%	59.2%	68.1%	53.3%	
Strongly	46.0%	48.3%	57.6%	53.8%	59.6%	40.3%	57.1%	42.2%	56.0%	38.6%	57.9%	34.8%	56.6%	52.4%	57.5%	61.8%	58.8%	43.6%	49.2%	46.4%	43.3%	
Somewhat	14.7%	22.4%	10.2%	23.1%	9.6%	16.4%	13.5%	17.2%	14.0%	15.7%	13.2%	17.4%	9.4%	14.3%	16.4%	14.7%	16.2%	19.0%	10.0%	21.7%	10.0%	
OPPOSE	33.7%	24.1%	30.5%	17.3%	28.8%	36.6%	25.4%	34.4%	26.0%	38.6%	25.0%	40.2%	26.4%	28.6%	24.7%	17.6%	23.5%	31.3%	35.4%	26.1%	41.7%	
Somewhat	12.0%	8.6%	1.7%	5.8%	-	15.7%	6.3%	15.6%	4.0%	15.7%	7.9%	19.6%	13.2%	7.1%	1.4%	2.9%	1.5%	11.7%	13.1%	10.1%	16.7%	
Strongly	21.7%	15.5%	28.8%	11.5%	28.8%	20.9%	19.0%	18.8%	22.0%	22.9%	17.1%	20.7%	13.2%	21.4%	23.3%	14.7%	22.1%	19.6%	22.3%	15.9%	25.0%	
DK/REFUSED	5.7%	5.2%	1.7%	5.8%	1.9%	6.7%	4.0%	6.2%	4.0%	7.1%	3.9%	7.6%	7.5%	4.8%	1.4%	5.9%	1.5%	6.1%	5.4%	5.8%	5.0%	
Net Diff.	27.0%	46.6%	37.3%	59.6%	40.4%	20.1%	45.2%	25.0%	44.0%	15.7%	46.1%	12.0%	39.6%	38.1%	49.3%	58.8%	51.5%	31.3%	23.8%	42.0%	11.7%	
Mean	2.90	3.09	2.98	3.27	3.02	2.82	3.13	2.88	3.08	2.75	3.16	2.72	3.18	3.02	3.10	3.31	3.13	2.92	2.91	3.05	2.75	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	60.7%	58.5%	64.3%	49.4%	60.0%	76.9%	58.0%	82.6%	61.4%	44.1%	77.5%	46.0%	74.5%	42.5%	79.5%	36.8%	81.0%	61.0%	74.7%	73.3%	76.1%
Strongly	46.0%	41.5%	54.3%	32.9%	46.2%	55.1%	54.0%	59.4%	59.1%	25.7%	66.7%	28.6%	63.6%	23.3%	68.7%	18.9%	69.8%	41.5%	64.0%	53.3%	64.8%
Somewhat	14.7%	17.0%	10.0%	16.5%	13.8%	21.8%	4.0%	23.2%	2.3%	18.4%	10.9%	17.5%	10.9%	19.2%	10.8%	17.9%	11.1%	19.5%	10.7%	20.0%	11.3%
OPPOSE	33.7%	35.1%	30.0%	43.5%	32.5%	17.9%	40.0%	13.0%	36.4%	50.0%	18.8%	49.2%	21.8%	50.7%	16.9%	56.8%	12.7%	34.1%	24.0%	23.3%	22.5%
Somewhat	12.0%	12.8%	10.0%	20.0%	16.2%	2.6%	8.0%	1.4%	4.5%	20.6%	4.3%	22.2%	5.5%	19.2%	3.6%	25.3%	7.9%	9.8%	1.3%	6.7%	-
Strongly	21.7%	22.3%	20.0%	23.5%	16.2%	15.4%	32.0%	11.6%	31.8%	29.4%	14.5%	27.0%	16.4%	31.5%	13.3%	31.6%	4.8%	24.4%	22.7%	16.7%	22.5%
DK/REFUSED	5.7%	6.4%	5.7%	7.1%	7.5%	5.1%	2.0%	4.3%	2.3%	5.9%	3.6%	4.8%	3.6%	6.8%	3.6%	6.3%	6.3%	4.9%	1.3%	3.3%	1.4%
Net Diff.	27.0%	23.4%	34.3%	5.9%	27.5%	59.0%	18.0%	69.6%	25.0%	-5.9%	58.7%	-3.2%	52.7%	-8.2%	62.7%	-20.0%	68.3%	26.8%	50.7%	50.0%	53.5%
Mean	2.90	2.83	3.05	2.63	2.97	3.23	2.82	3.36	2.91	2.43	3.35	2.50	3.26	2.37	3.40	2.26	3.56	2.82	3.18	3.14	3.20

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
SUPPORT	60.7%	46.7%	40.0%	50.0%	48.0%	75.7%	60.0%	72.0%	85.9%	48.3%	70.2%	45.5%	79.7%	35.2%	78.9%	67.3%	72.3%	79.5%	73.3%
Strongly	46.0%	27.7%	20.0%	34.4%	28.0%	65.4%	45.0%	60.0%	78.9%	30.0%	57.9%	26.0%	70.9%	14.8%	69.0%	51.0%	61.5%	61.5%	63.3%
Somewhat	14.7%	19.0%	20.0%	15.6%	20.0%	10.3%	15.0%	12.0%	7.0%	18.3%	12.3%	19.5%	8.9%	20.5%	9.9%	16.3%	10.8%	17.9%	10.0%
OPPOSE	33.7%	46.0%	50.0%	43.8%	45.3%	20.6%	30.0%	28.0%	12.7%	45.0%	24.6%	46.8%	17.7%	55.7%	15.5%	28.6%	26.2%	17.9%	25.0%
Somewhat	12.0%	19.0%	20.0%	15.6%	20.0%	4.4%	12.5%	-	1.4%	21.7%	5.3%	16.9%	3.8%	26.1%	7.0%	6.1%	1.5%	2.6%	-
Strongly	21.7%	27.0%	30.0%	28.1%	25.3%	16.2%	17.5%	28.0%	11.3%	23.3%	19.3%	29.9%	13.9%	29.5%	8.5%	22.4%	24.6%	15.4%	25.0%
DK/REFUSED	5.7%	7.3%	10.0%	6.2%	6.7%	3.7%	10.0%	-	1.4%	6.7%	5.3%	7.8%	2.5%	9.1%	5.6%	4.1%	1.5%	2.6%	1.7%
Net Diff.	27.0%	0.7%	-10.0%	6.2%	2.7%	55.1%	30.0%	44.0%	73.2%	3.3%	45.6%	-1.3%	62.0%	-20.5%	63.4%	38.8%	46.2%	61.5%	48.3%
Mean	2.90	2.51	2.33	2.60	2.54	3.30	2.97	3.04	3.56	2.59	3.15	2.45	3.40	2.22	3.48	3.00	3.11	3.29	3.14

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 12

	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
SUPPORT	60.7%	53.3%	70.0%	74.8%	57.1%	50.0%	-	52.7%	69.0%	75.5%	40.0%	100.0%	-	53.7%	70.8%	74.2%	100.0%	-	-
Strongly	46.0%	38.5%	55.4%	60.0%	28.6%	50.0%	-	36.5%	53.4%	59.2%	20.0%	100.0%	-	40.0%	56.9%	60.6%	50.0%	-	-
Somewhat	14.7%	14.8%	14.6%	14.8%	28.6%	-	-	16.2%	15.5%	16.3%	20.0%	-	-	13.7%	13.9%	13.6%	50.0%	-	-
OPPOSE	33.7%	39.6%	26.2%	21.7%	42.9%	-	100.0%	39.2%	29.3%	22.4%	60.0%	-	100.0%	40.0%	23.6%	21.2%	-	-	100.0%
Somewhat	12.0%	17.8%	4.6%	2.6%	14.3%	-	33.3%	20.3%	3.4%	-	20.0%	-	33.3%	15.8%	5.6%	4.5%	-	-	33.3%
Strongly	21.7%	21.9%	21.5%	19.1%	28.6%	-	66.7%	18.9%	25.9%	22.4%	40.0%	-	66.7%	24.2%	18.1%	16.7%	-	-	66.7%
DK/REFUSED	5.7%	7.1%	3.8%	3.5%	-	50.0%	-	8.1%	1.7%	2.0%	-	-	-	6.3%	5.6%	4.5%	-	100.0%	-
Net Diff.	27.0%	13.6%	43.8%	53.0%	14.3%	50.0%	-100%	13.5%	39.7%	53.1%	-20.0%	100.0%	-100%	13.7%	47.2%	53.0%	100.0%	-	-100%
Mean	2.90	2.75	3.08	3.20	2.57	4.00	1.33	2.76	2.98	3.15	2.20	4.00	1.33	2.74	3.16	3.24	3.50	-	1.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	60.7%	59.4%	64.1%	60.8%	62.3%	58.8%	62.0%	60.5%	61.4%	60.4%	61.7%	58.8%	51.6%	63.0%	56.7%	64.1%	59.6%	62.5%
Strongly	46.0%	53.1%	46.2%	47.3%	39.1%	48.2%	49.3%	45.2%	48.3%	44.2%	45.3%	48.2%	38.7%	46.0%	40.3%	48.4%	42.4%	50.0%
Somewhat	14.7%	6.2%	17.9%	13.5%	23.2%	10.6%	12.7%	15.4%	13.1%	16.2%	16.4%	10.6%	12.9%	17.0%	16.4%	15.6%	17.2%	12.5%
OPPOSE	33.7%	34.4%	28.2%	32.4%	36.2%	34.1%	31.0%	34.2%	31.7%	35.1%	33.2%	34.1%	35.5%	34.0%	35.8%	32.8%	35.4%	31.2%
Somewhat	12.0%	18.8%	5.1%	10.8%	14.5%	10.6%	11.3%	11.8%	11.0%	12.3%	12.1%	10.6%	12.9%	12.0%	14.9%	9.4%	13.1%	9.4%
Strongly	21.7%	15.6%	23.1%	21.6%	21.7%	23.5%	19.7%	22.4%	20.7%	22.7%	21.0%	23.5%	22.6%	22.0%	20.9%	23.4%	22.2%	21.9%
DK/REFUSED	5.7%	6.2%	7.7%	6.8%	1.4%	7.1%	7.0%	5.3%	6.9%	4.5%	5.1%	7.1%	12.9%	3.0%	7.5%	3.1%	5.1%	6.2%
Net Diff.	27.0%	25.0%	35.9%	28.4%	26.1%	24.7%	31.0%	26.3%	29.7%	25.3%	28.5%	24.7%	16.1%	29.0%	20.9%	31.2%	24.2%	31.2%
Mean	2.90	3.03	2.94	2.93	2.81	2.90	2.98	2.88	2.96	2.86	2.91	2.90	2.78	2.90	2.82	2.92	2.84	2.97

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
SUPPORT	60.7%	70.0%	58.6%	65.4%	57.8%	63.5%	56.6%	59.8%	61.3%	64.0%	65.0%	53.0%	68.8%	64.3%	59.4%	47.1%	61.2%
Strongly	46.0%	57.5%	44.5%	55.1%	41.1%	47.8%	47.2%	43.9%	47.6%	54.0%	51.0%	33.0%	62.5%	42.9%	50.0%	32.4%	45.6%
Somewhat	14.7%	12.5%	14.1%	10.3%	16.7%	15.7%	9.4%	15.9%	13.7%	10.0%	14.0%	20.0%	6.2%	21.4%	9.4%	14.7%	15.6%
OPPOSE	33.7%	27.5%	34.4%	28.2%	36.7%	31.3%	35.8%	34.8%	32.7%	31.0%	30.0%	40.0%	28.1%	33.3%	34.4%	41.2%	33.1%
Somewhat	12.0%	10.0%	11.7%	7.7%	14.4%	11.3%	11.3%	12.9%	11.3%	13.0%	12.0%	11.0%	3.1%	7.1%	18.8%	14.7%	13.1%
Strongly	21.7%	17.5%	22.7%	20.5%	22.2%	20.0%	24.5%	22.0%	21.4%	18.0%	18.0%	29.0%	25.0%	26.2%	15.6%	26.5%	20.0%
DK/REFUSED	5.7%	2.5%	7.0%	6.4%	5.6%	5.2%	7.5%	5.3%	6.0%	5.0%	5.0%	7.0%	3.1%	2.4%	6.2%	11.8%	5.6%
Net Diff.	27.0%	42.5%	24.2%	37.2%	21.1%	32.2%	20.8%	25.0%	28.6%	33.0%	35.0%	13.0%	40.6%	31.0%	25.0%	5.9%	28.1%
Mean	2.90	3.13	2.87	3.07	2.81	2.96	2.86	2.86	2.93	3.05	3.03	2.61	3.10	2.83	3.00	2.60	2.92



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

15. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
SUPPORT	60.7%	60.3%	56.4%	65.6%	70.0%	51.4%	46.4%	29.2%	25.0%	50.0%	100.0%	73.3%	50.0%	76.9%
Strongly	46.0%	44.8%	47.3%	46.9%	50.0%	42.9%	28.6%	20.8%	15.0%	50.0%	100.0%	73.3%	50.0%	76.9%
Somewhat	14.7%	15.5%	9.1%	18.8%	20.0%	8.6%	17.9%	8.3%	10.0%	-	-	-	-	-
OPPOSE	33.7%	32.8%	40.0%	29.7%	20.0%	45.7%	42.9%	62.5%	70.0%	25.0%	-	20.0%	50.0%	15.4%
Somewhat	12.0%	9.5%	12.7%	17.2%	10.0%	11.4%	10.7%	25.0%	30.0%	-	-	6.7%	50.0%	-
Strongly	21.7%	23.3%	27.3%	12.5%	10.0%	34.3%	32.1%	37.5%	40.0%	25.0%	-	13.3%	-	15.4%
DK/REFUSED	5.7%	6.9%	3.6%	4.7%	10.0%	2.9%	10.7%	8.3%	5.0%	25.0%	-	6.7%	-	7.7%
Net Diff.	27.0%	27.6%	16.4%	35.9%	50.0%	5.7%	3.6%	-33.3%	-45.0%	25.0%	100.0%	53.3%	-	61.5%
Mean	2.90	2.88	2.79	3.05	3.22	2.62	2.48	2.14	2.00	3.00	4.00	3.43	3.00	3.50

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total Answering	118	64	19	35	104	14	10	4	89	88	1	22	21	1	7
SUPPORT	70.3%	73.4%	36.8%	82.9%	69.2%	78.6%	70.0%	100.0%	75.3%	76.1%	-	54.5%	52.4%	100.0%	57.1%
Strongly	40.7%	40.6%	26.3%	48.6%	40.4%	42.9%	30.0%	75.0%	41.6%	42.0%	-	36.4%	38.1%	-	42.9%
Somewhat	29.7%	32.8%	10.5%	34.3%	28.8%	35.7%	40.0%	25.0%	33.7%	34.1%	-	18.2%	14.3%	100.0%	14.3%
OPPOSE	26.3%	23.4%	52.6%	17.1%	26.9%	21.4%	30.0%	-	21.3%	20.5%	100.0%	40.9%	42.9%	-	42.9%
Somewhat	8.5%	7.8%	10.5%	8.6%	9.6%	-	-	-	7.9%	8.0%	-	13.6%	14.3%	-	-
Strongly	17.8%	15.6%	42.1%	8.6%	17.3%	21.4%	30.0%	-	13.5%	12.5%	100.0%	27.3%	28.6%	-	42.9%
DK/REFUSED	3.4%	3.1%	10.5%	-	3.8%	-	-	-	3.4%	3.4%	-	4.5%	4.8%	-	-
Net Diff.	44.1%	50.0%	-15.8%	65.7%	42.3%	57.1%	40.0%	100.0%	53.9%	55.7%	-100%	13.6%	9.5%	100.0%	14.3%
Mean	2.96	3.02	2.24	3.23	2.96	3.00	2.70	3.75	3.07	3.09	1.00	2.67	2.65	3.00	2.57

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total Answering	118	53	14	26	25	3	8	33	74	24	7	35	52	14	34	23	47	2	3	8	44
SUPPORT	70.3%	75.5%	78.6%	73.1%	52.0%	66.7%	50.0%	84.8%	66.2%	66.7%	57.1%	74.3%	71.2%	57.1%	73.5%	65.2%	74.5%	50.0%	66.7%	62.5%	77.3%
Strongly	40.7%	49.1%	42.9%	38.5%	24.0%	33.3%	25.0%	48.5%	39.2%	50.0%	28.6%	45.7%	34.6%	42.9%	47.1%	34.8%	38.3%	-	33.3%	37.5%	43.2%
Somewhat	29.7%	26.4%	35.7%	34.6%	28.0%	33.3%	25.0%	36.4%	27.0%	16.7%	28.6%	28.6%	36.5%	14.3%	26.5%	30.4%	36.2%	50.0%	33.3%	25.0%	34.1%
OPPOSE	26.3%	22.6%	21.4%	23.1%	40.0%	33.3%	50.0%	12.1%	29.7%	33.3%	42.9%	20.0%	25.0%	35.7%	26.5%	30.4%	21.3%	50.0%	33.3%	37.5%	20.5%
Somewhat	8.5%	11.3%	-	3.8%	12.0%	-	12.5%	6.1%	9.5%	16.7%	28.6%	5.7%	3.8%	7.1%	14.7%	13.0%	2.1%	-	-	12.5%	6.8%
Strongly	17.8%	11.3%	21.4%	19.2%	28.0%	33.3%	37.5%	6.1%	20.3%	16.7%	14.3%	14.3%	21.2%	28.6%	11.8%	17.4%	19.1%	50.0%	33.3%	25.0%	13.6%
DK/REFUSED	3.4%	1.9%	-	3.8%	8.0%	-	-	3.0%	4.1%	-	-	5.7%	3.8%	7.1%	-	4.3%	4.3%	-	-	-	2.3%
Net Diff.	44.1%	52.8%	57.1%	50.0%	12.0%	33.3%	-	72.7%	36.5%	33.3%	14.3%	54.3%	46.2%	21.4%	47.1%	34.8%	53.2%	-	33.3%	25.0%	56.8%
Mean	2.96	3.15	3.00	2.96	2.52	2.67	2.38	3.31	2.89	3.00	2.71	3.12	2.88	2.77	3.09	2.86	2.98	2.00	2.67	2.75	3.09

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total Answering	118	3	1	18	52	50	8	38	11	1	4	6	91	88	3	22	22	-	5
SUPPORT	70.3%	33.3%	100.0%	55.6%	69.2%	74.0%	37.5%	73.7%	63.6%	100.0%	75.0%	66.7%	75.8%	77.3%	33.3%	50.0%	50.0%	-	60.0%
Strongly	40.7%	-	-	33.3%	44.2%	40.0%	37.5%	39.5%	45.5%	-	75.0%	33.3%	42.9%	43.2%	33.3%	31.8%	31.8%	-	40.0%
Somewhat	29.7%	33.3%	100.0%	22.2%	25.0%	34.0%	-	34.2%	18.2%	100.0%	-	33.3%	33.0%	34.1%	-	18.2%	18.2%	-	20.0%
OPPOSE	26.3%	66.7%	-	44.4%	26.9%	20.0%	50.0%	26.3%	36.4%	-	25.0%	33.3%	20.9%	20.5%	33.3%	50.0%	50.0%	-	20.0%
Somewhat	8.5%	33.3%	-	22.2%	13.5%	6.0%	37.5%	5.3%	18.2%	-	-	-	7.7%	6.8%	33.3%	13.6%	13.6%	-	-
Strongly	17.8%	33.3%	-	22.2%	13.5%	14.0%	12.5%	21.1%	18.2%	-	25.0%	33.3%	13.2%	13.6%	-	36.4%	36.4%	-	20.0%
DK/REFUSED	3.4%	-	-	-	3.8%	6.0%	12.5%	-	-	-	-	-	3.3%	2.3%	33.3%	-	-	-	20.0%
Net Diff.	44.1%	-33.3%	100.0%	11.1%	42.3%	54.0%	-12.5%	47.4%	27.3%	100.0%	50.0%	33.3%	54.9%	56.8%	-	-	-	-	40.0%
Mean	2.96	2.00	3.00	2.67	3.04	3.06	2.71	2.92	2.91	3.00	3.25	2.67	3.09	3.09	3.00	2.45	2.45	-	3.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total Answering	118	90	88	2	18	18	-	10	51	83	78	5	15	15	-	9	11	23	78	9	4		
SUPPORT	70.3%	73.3%	73.9%	50.0%	55.6%	55.6%	-	70.0%	74.5%	74.7%	75.6%	60.0%	53.3%	53.3%	-	55.6%	72.7%	65.2%	75.6%	55.6%	75.0%		
Strongly	40.7%	43.3%	44.3%	-	33.3%	33.3%	-	30.0%	47.1%	43.4%	42.3%	60.0%	33.3%	33.3%	-	44.4%	27.3%	47.8%	44.9%	22.2%	50.0%		
Somewhat	29.7%	30.0%	29.5%	50.0%	22.2%	22.2%	-	40.0%	27.5%	31.3%	33.3%	-	20.0%	20.0%	-	11.1%	45.5%	17.4%	30.8%	33.3%	25.0%		
OPPOSE	26.3%	23.3%	23.9%	-	44.4%	44.4%	-	20.0%	23.5%	22.9%	23.1%	20.0%	46.7%	46.7%	-	44.4%	9.1%	34.8%	21.8%	33.3%	-		
Somewhat	8.5%	8.9%	9.1%	-	11.1%	11.1%	-	-	11.8%	8.4%	9.0%	-	13.3%	13.3%	-	11.1%	-	17.4%	9.0%	11.1%	-		
Strongly	17.8%	14.4%	14.8%	-	33.3%	33.3%	-	20.0%	11.8%	14.5%	14.1%	20.0%	33.3%	33.3%	-	33.3%	9.1%	17.4%	12.8%	22.2%	-		
DK/REFUSED	3.4%	3.3%	2.3%	50.0%	-	-	-	10.0%	2.0%	2.4%	1.3%	20.0%	-	-	-	-	18.2%	-	2.6%	11.1%	25.0%		
Net Diff.	44.1%	50.0%	50.0%	50.0%	11.1%	11.1%	-	50.0%	51.0%	51.8%	52.6%	40.0%	6.7%	6.7%	-	11.1%	63.6%	30.4%	53.8%	22.2%	75.0%		
Mean	2.96	3.06	3.06	3.00	2.56	2.56	-	2.89	3.12	3.06	3.05	3.25	2.53	2.53	-	2.67	3.11	2.96	3.11	2.62	3.67		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 5

	TOTAL															REGISTERED PARTY							
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUBLICAN		DEMOCRATIC		INDEP. /OTHER /DK		Indep- endent	Other	DK/Ref
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
Total Answering	118	74	36	43	59	78	33	99	13	-	101	83	31	83	31	56	26	36	29	6	1		
SUPPORT	70.3%	73.0%	66.7%	74.4%	69.5%	71.8%	66.7%	76.8%	30.8%	-	69.3%	100.0%	-	100.0%	-	73.2%	61.5%	72.2%	69.0%	100.0%	-		
Strongly	40.7%	40.5%	36.1%	41.9%	44.1%	39.7%	42.4%	46.5%	7.7%	-	39.6%	57.8%	-	57.8%	-	44.6%	42.3%	33.3%	31.0%	50.0%	-		
Somewhat	29.7%	32.4%	30.6%	32.6%	25.4%	32.1%	24.2%	30.3%	23.1%	-	29.7%	42.2%	-	42.2%	-	28.6%	19.2%	38.9%	37.9%	50.0%	-		
OPPOSE	26.3%	24.3%	27.8%	20.9%	27.1%	24.4%	30.3%	21.2%	53.8%	-	29.7%	-	100.0%	-	100.0%	23.2%	34.6%	25.0%	27.6%	-	100.0%		
Somewhat	8.5%	6.8%	11.1%	2.3%	10.2%	7.7%	12.1%	7.1%	15.4%	-	9.9%	-	32.3%	-	32.3%	5.4%	15.4%	8.3%	6.9%	-	100.0%		
Strongly	17.8%	17.6%	16.7%	18.6%	16.9%	16.7%	18.2%	14.1%	38.5%	-	19.8%	-	67.7%	-	67.7%	17.9%	19.2%	16.7%	20.7%	-	-		
DK/REFUSED	3.4%	2.7%	5.6%	4.7%	3.4%	3.8%	3.0%	2.0%	15.4%	-	1.0%	-	-	-	-	3.6%	3.8%	2.8%	3.4%	-	-		
Net Diff.	44.1%	48.6%	38.9%	53.5%	42.4%	47.4%	36.4%	55.6%	-23.1%	-	39.6%	100.0%	-100%	100.0%	-100%	50.0%	26.9%	47.2%	41.4%	100.0%	-100%		
Mean	2.96	2.99	2.91	3.02	3.00	2.99	2.94	3.11	2.00	-	2.90	3.58	1.32	3.58	1.32	3.04	2.88	2.91	2.82	3.50	2.00		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total Answering	118	22	8	23	34	18	13	48	8	23	8	18	13	4	18	7
SUPPORT	70.3%	72.7%	62.5%	69.6%	73.5%	61.1%	76.9%	72.9%	87.5%	73.9%	75.0%	50.0%	69.2%	75.0%	50.0%	71.4%
Strongly	40.7%	54.5%	50.0%	30.4%	38.2%	38.9%	38.5%	45.8%	50.0%	34.8%	37.5%	38.9%	30.8%	-	38.9%	28.6%
Somewhat	29.7%	18.2%	12.5%	39.1%	35.3%	22.2%	38.5%	27.1%	37.5%	39.1%	37.5%	11.1%	38.5%	75.0%	11.1%	42.9%
OPPOSE	26.3%	22.7%	37.5%	26.1%	23.5%	33.3%	23.1%	25.0%	12.5%	21.7%	12.5%	44.4%	30.8%	-	44.4%	28.6%
Somewhat	8.5%	4.5%	-	13.0%	5.9%	22.2%	-	6.2%	-	8.7%	-	22.2%	7.7%	-	22.2%	-
Strongly	17.8%	18.2%	37.5%	13.0%	17.6%	11.1%	23.1%	18.8%	12.5%	13.0%	12.5%	22.2%	23.1%	-	22.2%	28.6%
DK/REFUSED	3.4%	4.5%	-	4.3%	2.9%	5.6%	-	2.1%	-	4.3%	12.5%	5.6%	-	25.0%	5.6%	-
Net Diff.	44.1%	50.0%	25.0%	43.5%	50.0%	27.8%	53.8%	47.9%	75.0%	52.2%	62.5%	5.6%	38.5%	75.0%	5.6%	42.9%
Mean	2.96	3.14	2.75	2.91	2.97	2.94	2.92	3.02	3.25	3.00	3.14	2.71	2.77	3.00	2.71	2.71

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSERVATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORTER	TRADITIONAL REPUB.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	
Total Answering	118	39	15	14	8	6	14	85	35	50	5	6	7	37	8	7	48	3	5	67	
SUPPORT	70.3%	76.9%	66.7%	42.9%	25.0%	66.7%	64.3%	76.5%	74.3%	78.0%	100.0%	50.0%	57.1%	75.7%	37.5%	71.4%	77.1%	33.3%	60.0%	77.6%	
Strongly	40.7%	48.7%	33.3%	28.6%	12.5%	50.0%	35.7%	43.5%	37.1%	48.0%	40.0%	50.0%	42.9%	43.2%	12.5%	28.6%	43.8%	-	60.0%	43.3%	
Somewhat	29.7%	28.2%	33.3%	14.3%	12.5%	16.7%	28.6%	32.9%	37.1%	30.0%	60.0%	-	14.3%	32.4%	25.0%	42.9%	33.3%	33.3%	-	34.3%	
OPPOSE	26.3%	20.5%	26.7%	57.1%	75.0%	33.3%	28.6%	21.2%	20.0%	22.0%	-	50.0%	42.9%	21.6%	62.5%	14.3%	20.8%	66.7%	40.0%	20.9%	
Somewhat	8.5%	2.6%	6.7%	28.6%	37.5%	16.7%	7.1%	5.9%	5.7%	6.0%	-	-	14.3%	8.1%	50.0%	-	4.2%	33.3%	20.0%	4.5%	
Strongly	17.8%	17.9%	20.0%	28.6%	37.5%	16.7%	21.4%	15.3%	14.3%	16.0%	-	50.0%	28.6%	13.5%	12.5%	14.3%	16.7%	33.3%	20.0%	16.4%	
DK/REFUSED	3.4%	2.6%	6.7%	-	-	-	7.1%	2.4%	5.7%	-	-	-	-	2.7%	-	14.3%	2.1%	-	-	1.5%	
Net Diff.	44.1%	56.4%	40.0%	-14.3%	-50.0%	33.3%	35.7%	55.3%	54.3%	56.0%	100.0%	-	14.3%	54.1%	-25.0%	57.1%	56.2%	-33.3%	20.0%	56.7%	
Mean	2.96	3.11	2.86	2.43	2.00	3.00	2.85	3.07	3.03	3.10	3.40	2.50	2.71	3.08	2.38	3.00	3.06	2.00	3.00	3.06	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	118	11	9	18	11	8	9	84	23	3	26	89	71	37	28	22	43	15	54	18
SUPPORT	70.3%	45.5%	66.7%	72.2%	45.5%	62.5%	77.8%	78.6%	56.5%	-	65.4%	73.0%	77.5%	56.8%	78.6%	54.5%	76.7%	60.0%	77.8%	66.7%
Strongly	40.7%	36.4%	22.2%	44.4%	36.4%	25.0%	33.3%	46.4%	34.8%	-	38.5%	41.6%	49.3%	27.0%	57.1%	31.8%	44.2%	20.0%	48.1%	33.3%
Somewhat	29.7%	9.1%	44.4%	27.8%	9.1%	37.5%	44.4%	32.1%	21.7%	-	26.9%	31.5%	28.2%	29.7%	21.4%	22.7%	32.6%	40.0%	29.6%	33.3%
OPPOSE	26.3%	54.5%	22.2%	22.2%	54.5%	25.0%	11.1%	20.2%	43.5%	33.3%	26.9%	25.8%	18.3%	40.5%	17.9%	40.9%	18.6%	40.0%	20.4%	27.8%
Somewhat	8.5%	27.3%	-	11.1%	27.3%	-	11.1%	6.0%	13.0%	33.3%	15.4%	5.6%	4.2%	13.5%	7.1%	9.1%	2.3%	20.0%	5.6%	5.6%
Strongly	17.8%	27.3%	22.2%	11.1%	27.3%	25.0%	-	14.3%	30.4%	-	11.5%	20.2%	14.1%	27.0%	10.7%	31.8%	16.3%	20.0%	14.8%	22.2%
DK/REFUSED	3.4%	-	11.1%	5.6%	-	12.5%	11.1%	1.2%	-	66.7%	7.7%	1.1%	4.2%	2.7%	3.6%	4.5%	4.7%	-	1.9%	5.6%
Net Diff.	44.1%	-9.1%	44.4%	50.0%	-9.1%	37.5%	66.7%	58.3%	13.0%	-33.3%	38.5%	47.2%	59.2%	16.2%	60.7%	13.6%	58.1%	20.0%	57.4%	38.9%
Mean	2.96	2.55	2.75	3.12	2.55	2.71	3.25	3.12	2.61	2.00	3.00	2.95	3.18	2.58	3.30	2.57	3.10	2.60	3.13	2.82

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
TotalAnswering	118	17	19	12	16	58	37	26	15	32	22	44	18	14	19	8	17	61	53	22	28	
SUPPORT	70.3%	76.5%	47.4%	75.0%	50.0%	79.3%	54.1%	76.9%	53.3%	81.2%	54.5%	84.1%	55.6%	64.3%	52.6%	62.5%	52.9%	72.1%	71.7%	72.7%	71.4%	
Strongly	40.7%	52.9%	21.1%	50.0%	18.8%	39.7%	32.4%	38.5%	40.0%	40.6%	27.3%	40.9%	38.9%	35.7%	26.3%	25.0%	29.4%	45.9%	37.7%	50.0%	42.9%	
Somewhat	29.7%	23.5%	26.3%	25.0%	31.2%	39.7%	21.6%	38.5%	13.3%	40.6%	27.3%	43.2%	16.7%	28.6%	26.3%	37.5%	23.5%	26.2%	34.0%	22.7%	28.6%	
OPPOSE	26.3%	11.8%	52.6%	8.3%	50.0%	15.5%	43.2%	19.2%	40.0%	12.5%	45.5%	13.6%	38.9%	21.4%	47.4%	12.5%	47.1%	24.6%	26.4%	27.3%	25.0%	
Somewhat	8.5%	-	21.1%	-	18.8%	5.2%	10.8%	7.7%	6.7%	3.1%	13.6%	4.5%	5.6%	7.1%	15.8%	-	17.6%	9.8%	7.5%	9.1%	7.1%	
Strongly	17.8%	11.8%	31.6%	8.3%	31.2%	10.3%	32.4%	11.5%	33.3%	9.4%	31.8%	9.1%	33.3%	14.3%	31.6%	12.5%	29.4%	14.8%	18.9%	18.2%	17.9%	
DK/REFUSED	3.4%	11.8%	-	16.7%	-	5.2%	2.7%	3.8%	6.7%	6.2%	-	2.3%	5.6%	14.3%	-	25.0%	-	3.3%	1.9%	-	3.6%	
Net Diff.	44.1%	64.7%	-5.3%	66.7%	-	63.8%	10.8%	57.7%	13.3%	68.8%	9.1%	70.5%	16.7%	42.9%	5.3%	50.0%	5.9%	47.5%	45.3%	45.5%	46.4%	
Mean	2.96	3.33	2.37	3.40	2.38	3.15	2.56	3.08	2.64	3.20	2.50	3.19	2.65	3.00	2.47	3.00	2.53	3.07	2.92	3.05	3.00	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total Answering	118	39	25	43	32	18	21	12	17	76	31	34	14	42	17	60	12	16	19	8	17
SUPPORT	70.3%	71.8%	72.0%	79.1%	75.0%	55.6%	66.7%	41.7%	70.6%	75.0%	61.3%	73.5%	57.1%	76.2%	64.7%	75.0%	83.3%	75.0%	47.4%	75.0%	47.1%
Strongly	40.7%	43.6%	32.0%	53.5%	34.4%	27.8%	42.9%	16.7%	41.2%	42.1%	38.7%	44.1%	42.9%	40.5%	35.3%	40.0%	58.3%	50.0%	26.3%	50.0%	23.5%
Somewhat	29.7%	28.2%	40.0%	25.6%	40.6%	27.8%	23.8%	25.0%	29.4%	32.9%	22.6%	29.4%	14.3%	35.7%	29.4%	35.0%	25.0%	25.0%	21.1%	25.0%	23.5%
OPPOSE	26.3%	23.1%	28.0%	20.9%	21.9%	33.3%	33.3%	41.7%	29.4%	22.4%	38.7%	23.5%	42.9%	21.4%	35.3%	23.3%	16.7%	18.8%	52.6%	12.5%	52.9%
Somewhat	8.5%	10.3%	8.0%	7.0%	6.2%	16.7%	9.5%	16.7%	11.8%	5.3%	16.1%	8.8%	7.1%	2.4%	23.5%	6.7%	-	-	26.3%	-	23.5%
Strongly	17.8%	12.8%	20.0%	14.0%	15.6%	16.7%	23.8%	25.0%	17.6%	17.1%	22.6%	14.7%	35.7%	19.0%	11.8%	16.7%	16.7%	18.8%	26.3%	12.5%	29.4%
DK/REFUSED	3.4%	5.1%	-	-	3.1%	11.1%	-	16.7%	-	2.6%	-	2.9%	-	2.4%	-	1.7%	-	6.2%	-	12.5%	-
Net Diff.	44.1%	48.7%	44.0%	58.1%	53.1%	22.2%	33.3%	-	41.2%	52.6%	22.6%	50.0%	14.3%	54.8%	29.4%	51.7%	66.7%	56.2%	-5.3%	62.5%	-5.9%
Mean	2.96	3.08	2.84	3.19	2.97	2.75	2.86	2.40	2.94	3.03	2.77	3.06	2.64	3.00	2.88	3.00	3.25	3.13	2.47	3.29	2.41

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
TotalAnswering	118	73	18	16	39	33	16	7	10	31	17	42	16	57	15	16	18	8	16
SUPPORT	70.3%	78.1%	83.3%	68.8%	79.5%	60.6%	75.0%	42.9%	50.0%	77.4%	58.8%	78.6%	62.5%	78.9%	73.3%	75.0%	50.0%	75.0%	50.0%
Strongly	40.7%	47.9%	55.6%	31.2%	51.3%	33.3%	43.8%	28.6%	20.0%	54.8%	35.3%	42.9%	31.2%	47.4%	40.0%	50.0%	27.8%	50.0%	25.0%
Somewhat	29.7%	30.1%	27.8%	37.5%	28.2%	27.3%	31.2%	14.3%	30.0%	22.6%	23.5%	35.7%	31.2%	31.6%	33.3%	25.0%	22.2%	25.0%	25.0%
OPPOSE	26.3%	19.2%	16.7%	31.2%	15.4%	39.4%	25.0%	57.1%	50.0%	19.4%	41.2%	19.0%	37.5%	19.3%	26.7%	18.8%	50.0%	12.5%	50.0%
Somewhat	8.5%	5.5%	5.6%	6.2%	5.1%	12.1%	6.2%	-	30.0%	6.5%	5.9%	4.8%	18.8%	5.3%	-	6.2%	22.2%	12.5%	18.8%
Strongly	17.8%	13.7%	11.1%	25.0%	10.3%	27.3%	18.8%	57.1%	20.0%	12.9%	35.3%	14.3%	18.8%	14.0%	26.7%	12.5%	27.8%	-	31.2%
DK/REFUSED	3.4%	2.7%	-	-	5.1%	-	-	-	-	3.2%	-	2.4%	-	1.8%	-	6.2%	-	12.5%	-
Net Diff.	44.1%	58.9%	66.7%	37.5%	64.1%	21.2%	50.0%	-14.3%	-	58.1%	17.6%	59.5%	25.0%	59.6%	46.7%	56.2%	-	62.5%	-
Mean	2.96	3.15	3.28	2.75	3.27	2.67	3.00	2.14	2.50	3.23	2.59	3.10	2.75	3.14	2.87	3.20	2.50	3.43	2.44

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON-WHITE	African American	Hispanic/Latino	Asian American	Other	WHITE	NON-WHITE	African American	Hispanic/Latino	Asian American	Other	WHITE	NON-WHITE	African American	Hispanic/Latino	Asian American	Other
Total Answering	118	79	39	29	3	1	6	35	18	12	3	-	3	44	21	17	-	1	3
SUPPORT	70.3%	74.7%	61.5%	58.6%	33.3%	100.0%	83.3%	74.3%	61.1%	58.3%	33.3%	-	100.0%	75.0%	61.9%	58.8%	-	100.0%	66.7%
Strongly	40.7%	43.0%	35.9%	31.0%	33.3%	100.0%	50.0%	45.7%	38.9%	33.3%	33.3%	-	66.7%	40.9%	33.3%	29.4%	-	100.0%	33.3%
Somewhat	29.7%	31.6%	25.6%	27.6%	-	-	33.3%	28.6%	22.2%	25.0%	-	-	33.3%	34.1%	28.6%	29.4%	-	-	33.3%
OPPOSE	26.3%	22.8%	33.3%	34.5%	66.7%	-	16.7%	20.0%	38.9%	41.7%	66.7%	-	-	25.0%	28.6%	29.4%	-	-	33.3%
Somewhat	8.5%	6.3%	12.8%	13.8%	33.3%	-	-	8.6%	5.6%	-	33.3%	-	-	4.5%	19.0%	23.5%	-	-	-
Strongly	17.8%	16.5%	20.5%	20.7%	33.3%	-	16.7%	11.4%	33.3%	41.7%	33.3%	-	-	20.5%	9.5%	5.9%	-	-	33.3%
DK/REFUSED	3.4%	2.5%	5.1%	6.9%	-	-	-	5.7%	-	-	-	-	-	-	9.5%	11.8%	-	-	-
Net Diff.	44.1%	51.9%	28.2%	24.1%	-33.3%	100.0%	66.7%	54.3%	22.2%	16.7%	-33.3%	-	100.0%	50.0%	33.3%	29.4%	-	100.0%	33.3%
Mean	2.96	3.04	2.81	2.74	2.33	4.00	3.17	3.15	2.67	2.50	2.33	-	3.67	2.95	2.95	2.93	-	4.00	2.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total Answering	118	13	14	29	26	35	27	90	56	61	82	35	15	37	29	23	40	12
SUPPORT	70.3%	92.3%	57.1%	58.6%	76.9%	74.3%	74.1%	70.0%	66.1%	75.4%	69.5%	74.3%	73.3%	70.3%	75.9%	65.2%	70.0%	75.0%
Strongly	40.7%	69.2%	42.9%	31.0%	15.4%	57.1%	55.6%	36.7%	42.9%	39.3%	34.1%	57.1%	53.3%	40.5%	48.3%	39.1%	37.5%	66.7%
Somewhat	29.7%	23.1%	14.3%	27.6%	61.5%	17.1%	18.5%	33.3%	23.2%	36.1%	35.4%	17.1%	20.0%	29.7%	27.6%	26.1%	32.5%	8.3%
OPPOSE	26.3%	7.7%	28.6%	37.9%	23.1%	22.9%	18.5%	27.8%	28.6%	23.0%	26.8%	22.9%	20.0%	27.0%	20.7%	30.4%	27.5%	16.7%
Somewhat	8.5%	-	14.3%	6.9%	3.8%	11.4%	7.4%	7.8%	7.1%	8.2%	6.1%	11.4%	6.7%	5.4%	3.4%	8.7%	5.0%	8.3%
Strongly	17.8%	7.7%	14.3%	31.0%	19.2%	11.4%	11.1%	20.0%	21.4%	14.8%	20.7%	11.4%	13.3%	21.6%	17.2%	21.7%	22.5%	8.3%
DK/REFUSED	3.4%	-	14.3%	3.4%	-	2.9%	7.4%	2.2%	5.4%	1.6%	3.7%	2.9%	6.7%	2.7%	3.4%	4.3%	2.5%	8.3%
Net Diff.	44.1%	84.6%	28.6%	20.7%	53.8%	51.4%	55.6%	42.2%	37.5%	52.5%	42.7%	51.4%	53.3%	43.2%	55.2%	34.8%	42.5%	58.3%
Mean	2.96	3.54	3.00	2.61	2.73	3.24	3.28	2.89	2.92	3.02	2.86	3.24	3.21	2.92	3.11	2.86	2.87	3.45

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total Answering	118	12	53	27	38	42	23	53	65	36	35	47	10	15	13	18	62
SUPPORT	70.3%	75.0%	69.8%	55.6%	81.6%	69.0%	73.9%	69.8%	70.8%	69.4%	77.1%	66.0%	50.0%	66.7%	69.2%	77.8%	72.6%
Strongly	40.7%	58.3%	34.0%	37.0%	39.5%	31.0%	52.2%	43.4%	38.5%	41.7%	54.3%	29.8%	50.0%	26.7%	15.4%	44.4%	46.8%
Somewhat	29.7%	16.7%	35.8%	18.5%	42.1%	38.1%	21.7%	26.4%	32.3%	27.8%	22.9%	36.2%	-	40.0%	53.8%	33.3%	25.8%
OPPOSE	26.3%	16.7%	28.3%	37.0%	18.4%	26.2%	26.1%	26.4%	26.2%	22.2%	22.9%	31.9%	40.0%	33.3%	30.8%	16.7%	24.2%
Somewhat	8.5%	8.3%	9.4%	11.1%	7.9%	7.1%	13.0%	7.5%	9.2%	5.6%	2.9%	14.9%	10.0%	13.3%	7.7%	-	9.7%
Strongly	17.8%	8.3%	18.9%	25.9%	10.5%	19.0%	13.0%	18.9%	16.9%	16.7%	20.0%	17.0%	30.0%	20.0%	23.1%	16.7%	14.5%
DK/REFUSED	3.4%	8.3%	1.9%	7.4%	-	4.8%	-	3.8%	3.1%	8.3%	-	2.1%	10.0%	-	-	5.6%	3.2%
Net Diff.	44.1%	58.3%	41.5%	18.5%	63.2%	42.9%	47.8%	43.4%	44.6%	47.2%	54.3%	34.0%	10.0%	33.3%	38.5%	61.1%	48.4%
Mean	2.96	3.36	2.87	2.72	3.11	2.85	3.13	2.98	2.95	3.03	3.11	2.80	2.78	2.73	2.62	3.12	3.08

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

16. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total Answering	118	46	24	22	9	17	15	17	15	2	-	4	1	3
SUPPORT	70.3%	67.4%	62.5%	81.8%	77.8%	70.6%	73.3%	76.5%	73.3%	100.0%	-	50.0%	-	66.7%
Strongly	40.7%	34.8%	37.5%	59.1%	33.3%	41.2%	20.0%	47.1%	40.0%	100.0%	-	25.0%	-	33.3%
Somewhat	29.7%	32.6%	25.0%	22.7%	44.4%	29.4%	53.3%	29.4%	33.3%	-	-	25.0%	-	33.3%
OPPOSE	26.3%	30.4%	33.3%	18.2%	11.1%	23.5%	26.7%	17.6%	20.0%	-	-	50.0%	100.0%	33.3%
Somewhat	8.5%	4.3%	8.3%	13.6%	-	17.6%	-	17.6%	20.0%	-	-	-	-	-
Strongly	17.8%	26.1%	25.0%	4.5%	11.1%	5.9%	26.7%	-	-	-	-	50.0%	100.0%	33.3%
DK/REFUSED	3.4%	2.2%	4.2%	-	11.1%	5.9%	-	5.9%	6.7%	-	-	-	-	-
Net Diff.	44.1%	37.0%	29.2%	63.6%	66.7%	47.1%	46.7%	58.8%	53.3%	100.0%	-	-	-100%	33.3%
Mean	2.96	2.78	2.78	3.36	3.12	3.12	2.67	3.31	3.21	4.00	-	2.25	1.00	2.67



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
SUPPORT	88.3%	88.8%	80.0%	93.2%	87.5%	93.2%	90.6%	100.0%	83.2%	83.7%	50.0%	93.2%	93.0%	100.0%	86.4%
Strongly	62.0%	60.5%	65.0%	62.5%	60.9%	68.2%	62.5%	83.3%	43.5%	43.4%	50.0%	78.2%	79.6%	40.0%	63.6%
Somewhat	26.3%	28.3%	15.0%	30.7%	26.6%	25.0%	28.1%	16.7%	39.7%	40.3%	-	15.0%	13.4%	60.0%	22.7%
OPPOSE	10.3%	9.9%	16.7%	6.8%	10.9%	6.8%	9.4%	-	14.5%	14.0%	50.0%	6.1%	6.3%	-	13.6%
Somewhat	3.3%	3.3%	3.3%	3.4%	3.9%	-	-	-	5.3%	5.4%	-	2.0%	2.1%	-	-
Strongly	7.0%	6.6%	13.3%	3.4%	7.0%	6.8%	9.4%	-	9.2%	8.5%	50.0%	4.1%	4.2%	-	13.6%
DK/REFUSED	1.3%	1.3%	3.3%	-	1.6%	-	-	-	2.3%	2.3%	-	0.7%	0.7%	-	-
Net Diff.	78.0%	78.9%	63.3%	86.4%	76.6%	86.4%	81.2%	100.0%	68.7%	69.8%	-	87.1%	86.6%	100.0%	72.7%
Mean	3.45	3.45	3.36	3.52	3.44	3.55	3.44	3.83	3.20	3.21	2.50	3.68	3.70	3.40	3.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
SUPPORT	88.3%	87.5%	93.0%	90.7%	84.6%	95.0%	78.9%	93.7%	86.3%	81.4%	84.2%	89.9%	89.9%	92.2%	82.0%	86.7%	89.4%	85.7%	75.0%	90.6%	91.5%
Strongly	62.0%	55.8%	74.4%	61.3%	64.1%	75.0%	57.9%	64.6%	59.9%	58.1%	63.2%	65.2%	61.1%	80.5%	48.0%	56.7%	58.4%	42.9%	50.0%	75.0%	65.0%
Somewhat	26.3%	31.7%	18.6%	29.3%	20.5%	20.0%	21.1%	29.1%	26.4%	23.3%	21.1%	24.7%	28.9%	11.7%	34.0%	30.0%	31.0%	42.9%	25.0%	15.6%	26.5%
OPPOSE	10.3%	11.5%	7.0%	8.0%	12.8%	5.0%	21.1%	5.1%	12.1%	18.6%	15.8%	7.9%	8.7%	6.5%	18.0%	11.7%	8.8%	14.3%	25.0%	9.4%	7.7%
Somewhat	3.3%	5.8%	-	1.3%	3.8%	-	5.3%	2.5%	3.8%	9.3%	10.5%	2.2%	1.3%	1.3%	10.0%	5.0%	0.9%	-	-	3.1%	2.6%
Strongly	7.0%	5.8%	7.0%	6.7%	9.0%	5.0%	15.8%	2.5%	8.2%	9.3%	5.3%	5.6%	7.4%	5.2%	8.0%	6.7%	8.0%	14.3%	25.0%	6.2%	5.1%
DK/REFUSED	1.3%	1.0%	-	1.3%	2.6%	-	-	1.3%	1.6%	-	-	2.2%	1.3%	1.3%	-	1.7%	1.8%	-	-	-	0.9%
Net Diff.	78.0%	76.0%	86.0%	82.7%	71.8%	90.0%	57.9%	88.6%	74.2%	62.8%	68.4%	82.0%	81.2%	85.7%	64.0%	75.0%	80.5%	71.4%	50.0%	81.2%	83.8%
Mean	3.45	3.39	3.60	3.47	3.43	3.65	3.21	3.58	3.40	3.30	3.42	3.53	3.46	3.70	3.22	3.39	3.42	3.14	3.00	3.59	3.53

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
SUPPORT	88.3%	77.8%	100.0%	81.0%	87.5%	86.9%	89.6%	87.3%	88.9%	100.0%	94.1%	80.0%	84.2%	85.3%	33.3%	92.1%	92.0%	100.0%	90.5%
Strongly	62.0%	66.7%	66.7%	61.9%	64.8%	45.5%	79.2%	59.5%	77.8%	81.8%	82.4%	50.0%	46.8%	47.1%	33.3%	77.1%	76.8%	100.0%	61.9%
Somewhat	26.3%	11.1%	33.3%	19.0%	22.7%	41.4%	10.4%	27.8%	11.1%	18.2%	11.8%	30.0%	37.4%	38.2%	-	15.0%	15.2%	-	28.6%
OPPOSE	10.3%	22.2%	-	19.0%	10.9%	10.1%	8.3%	12.7%	11.1%	-	5.9%	20.0%	13.7%	13.2%	33.3%	7.9%	8.0%	-	4.8%
Somewhat	3.3%	11.1%	-	9.5%	5.5%	3.0%	6.2%	2.5%	5.6%	-	-	-	5.0%	4.4%	33.3%	2.1%	2.2%	-	-
Strongly	7.0%	11.1%	-	9.5%	5.5%	7.1%	2.1%	10.1%	5.6%	-	5.9%	20.0%	8.6%	8.8%	-	5.7%	5.8%	-	4.8%
DK/REFUSED	1.3%	-	-	-	1.6%	3.0%	2.1%	-	-	-	-	-	2.2%	1.5%	33.3%	-	-	-	4.8%
Net Diff.	78.0%	55.6%	100.0%	61.9%	76.6%	76.8%	81.2%	74.7%	77.8%	100.0%	88.2%	60.0%	70.5%	72.1%	-	84.3%	84.1%	100.0%	85.7%
Mean	3.45	3.33	3.67	3.33	3.49	3.29	3.70	3.37	3.61	3.82	3.71	3.10	3.25	3.25	3.00	3.64	3.63	4.00	3.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED BAL-	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS			
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16			
SUPPORT	88.3%	84.1%	84.1%	83.3%	93.0%	92.7%	100.0%	91.4%	84.5%	82.4%	82.9%	75.0%	94.2%	94.0%	100.0%	83.3%	91.9%	77.8%	83.0%	87.1%	93.8%			
Strongly	62.0%	49.0%	49.0%	50.0%	78.9%	80.9%	25.0%	62.9%	47.6%	44.5%	45.0%	37.5%	81.7%	82.1%	66.7%	54.2%	59.5%	50.0%	46.4%	58.1%	62.5%			
Somewhat	26.3%	35.1%	35.2%	33.3%	14.0%	11.8%	75.0%	28.6%	36.9%	37.8%	37.8%	37.5%	12.5%	12.0%	33.3%	29.2%	32.4%	27.8%	36.6%	29.0%	31.2%			
OPPOSE	10.3%	13.9%	14.5%	-	7.0%	7.3%	-	5.7%	14.3%	16.0%	16.2%	12.5%	5.8%	6.0%	-	16.7%	2.7%	22.2%	15.2%	9.7%	-			
Somewhat	3.3%	5.3%	5.5%	-	1.8%	1.8%	-	-	7.1%	5.9%	6.3%	-	1.7%	1.7%	-	4.2%	-	11.1%	6.2%	3.2%	-			
Strongly	7.0%	8.6%	9.0%	-	5.3%	5.5%	-	5.7%	7.1%	10.1%	9.9%	12.5%	4.2%	4.3%	-	12.5%	2.7%	11.1%	8.9%	6.5%	-			
DK/REFUSED	1.3%	2.0%	1.4%	16.7%	-	-	-	2.9%	1.2%	1.7%	0.9%	12.5%	-	-	-	-	5.4%	-	1.8%	3.2%	6.2%			
Net Diff.	78.0%	70.2%	69.7%	83.3%	86.0%	85.5%	100.0%	85.7%	70.2%	66.4%	66.7%	62.5%	88.3%	88.0%	100.0%	66.7%	89.2%	55.6%	67.9%	77.4%	93.8%			
Mean	3.45	3.27	3.26	3.60	3.67	3.68	3.25	3.53	3.27	3.19	3.19	3.14	3.72	3.72	3.67	3.25	3.57	3.17	3.23	3.43	3.67			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUBLICAN	DEMOCRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
SUPPORT	88.3%	90.2%	83.8%	90.4%	86.2%	87.4%	88.7%	90.2%	78.0%	100.0%	69.3%	100.0%	-	100.0%	-	83.7%	92.9%	85.3%	83.3%	100.0%	50.0%
Strongly	62.0%	68.8%	47.3%	65.2%	58.5%	57.1%	69.1%	60.3%	63.4%	75.8%	39.6%	57.8%	-	70.2%	-	46.7%	75.7%	54.4%	51.9%	75.0%	-
Somewhat	26.3%	21.5%	36.5%	25.2%	27.7%	30.3%	19.6%	29.9%	14.6%	24.2%	29.7%	42.2%	-	29.8%	-	37.0%	17.1%	30.9%	31.5%	25.0%	50.0%
OPPOSE	10.3%	8.8%	13.5%	7.8%	12.3%	10.9%	10.3%	9.0%	17.1%	-	29.7%	-	100.0%	-	100.0%	14.1%	6.4%	13.2%	14.8%	-	50.0%
Somewhat	3.3%	2.4%	5.4%	0.9%	4.6%	3.4%	4.1%	3.0%	4.9%	-	9.9%	-	32.3%	-	32.3%	3.3%	2.9%	4.4%	3.7%	-	50.0%
Strongly	7.0%	6.3%	8.1%	7.0%	7.7%	7.4%	6.2%	6.0%	12.2%	-	19.8%	-	67.7%	-	67.7%	10.9%	3.6%	8.8%	11.1%	-	-
DK/REFUSED	1.3%	1.0%	2.7%	1.7%	1.5%	1.7%	1.0%	0.9%	4.9%	-	1.0%	-	-	-	-	2.2%	0.7%	1.5%	1.9%	-	-
Net Diff.	78.0%	81.5%	70.3%	82.6%	73.8%	76.6%	78.4%	81.2%	61.0%	100.0%	39.6%	100.0%	-100%	100.0%	-100%	69.6%	86.4%	72.1%	68.5%	100.0%	-
Mean	3.45	3.54	3.26	3.51	3.39	3.40	3.53	3.46	3.36	3.76	2.90	3.58	1.32	3.70	1.32	3.22	3.66	3.33	3.26	3.75	2.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
SUPPORT	88.3%	85.0%	94.7%	80.0%	82.7%	91.6%	90.9%	83.8%	97.7%	87.0%	83.3%	90.6%	81.8%	83.3%	90.4%	86.7%
Strongly	62.0%	55.0%	78.9%	40.0%	40.4%	73.5%	69.7%	47.5%	81.4%	56.5%	41.7%	72.9%	50.0%	33.3%	72.3%	53.3%
Somewhat	26.3%	30.0%	15.8%	40.0%	42.3%	18.1%	21.2%	36.2%	16.3%	30.4%	41.7%	17.7%	31.8%	50.0%	18.1%	33.3%
OPPOSE	10.3%	12.5%	5.3%	17.1%	15.4%	7.2%	9.1%	15.0%	2.3%	10.9%	8.3%	8.3%	18.2%	-	8.5%	13.3%
Somewhat	3.3%	2.5%	-	8.6%	3.8%	4.8%	-	3.8%	-	4.3%	-	4.2%	4.5%	-	4.3%	-
Strongly	7.0%	10.0%	5.3%	8.6%	11.5%	2.4%	9.1%	11.2%	2.3%	6.5%	8.3%	4.2%	13.6%	-	4.3%	13.3%
DK/REFUSED	1.3%	2.5%	-	2.9%	1.9%	1.2%	-	1.2%	-	2.2%	8.3%	1.0%	-	16.7%	1.1%	-
Net Diff.	78.0%	72.5%	89.5%	62.9%	67.3%	84.3%	81.8%	68.8%	95.3%	76.1%	75.0%	82.3%	63.6%	83.3%	81.9%	73.3%
Mean	3.45	3.33	3.68	3.15	3.14	3.65	3.52	3.22	3.77	3.40	3.27	3.61	3.18	3.40	3.60	3.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSERVATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE		IDEOLOGY: WHITE				
		TRUMP SUPPORTER	TRADITIONAL REPUBLIC.	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
SUPPORT	88.3%	85.2%	80.8%	91.1%	87.5%	95.2%	91.7%	85.6%	85.9%	85.3%	100.0%	90.3%	90.6%	85.9%	91.5%	92.9%	85.3%	93.9%	91.7%	85.8%
Strongly	62.0%	47.5%	38.5%	75.6%	77.1%	73.8%	71.7%	48.9%	50.0%	48.0%	50.0%	77.4%	78.1%	46.9%	74.6%	64.3%	50.7%	87.9%	75.0%	45.3%
Somewhat	26.3%	37.7%	42.3%	15.6%	10.4%	21.4%	20.0%	36.7%	35.9%	37.3%	50.0%	12.9%	12.5%	39.1%	16.9%	28.6%	34.7%	6.1%	16.7%	40.6%
OPPOSE	10.3%	13.1%	15.4%	8.9%	12.5%	4.8%	6.7%	12.9%	10.9%	14.7%	-	9.7%	9.4%	12.5%	8.5%	3.6%	13.3%	6.1%	8.3%	13.2%
Somewhat	3.3%	1.6%	3.8%	4.4%	6.2%	2.4%	1.7%	3.6%	3.1%	4.0%	-	-	3.1%	4.7%	6.8%	-	2.7%	3.0%	4.2%	2.8%
Strongly	7.0%	11.5%	11.5%	4.4%	6.2%	2.4%	5.0%	9.4%	7.8%	10.7%	-	9.7%	6.2%	7.8%	1.7%	3.6%	10.7%	3.0%	4.2%	10.4%
DK/REFUSED	1.3%	1.6%	3.8%	-	-	-	1.7%	1.4%	3.1%	-	-	-	-	1.6%	-	3.6%	1.3%	-	-	0.9%
Net Diff.	78.0%	72.1%	65.4%	82.2%	75.0%	90.5%	85.0%	72.7%	75.0%	70.7%	100.0%	80.6%	81.2%	73.4%	83.1%	89.3%	72.0%	87.9%	83.3%	72.6%
Mean	3.45	3.23	3.12	3.62	3.58	3.67	3.61	3.27	3.32	3.23	3.50	3.58	3.62	3.27	3.64	3.59	3.27	3.79	3.62	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB-ERAL	MOD-ERATE	CONSER-VATIVE	LIB-ERAL	MOD-ERATE	CONSER-VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
SUPPORT	88.3%	89.5%	91.7%	84.4%	89.1%	90.9%	90.9%	85.0%	93.4%	70.0%	86.6%	89.5%	89.5%	86.8%	90.0%	84.1%	89.1%	89.7%	87.2%	90.3%
Strongly	62.0%	68.4%	69.4%	59.4%	67.3%	72.7%	63.6%	45.0%	78.1%	40.0%	64.2%	61.4%	57.9%	66.1%	58.3%	66.7%	57.6%	65.5%	54.3%	67.7%
Somewhat	26.3%	21.1%	22.2%	25.0%	21.8%	18.2%	27.3%	40.0%	15.2%	30.0%	22.4%	28.1%	31.6%	20.7%	31.7%	17.5%	31.5%	24.1%	33.0%	22.6%
OPPOSE	10.3%	10.5%	5.6%	12.5%	10.9%	6.1%	4.5%	14.2%	6.6%	10.0%	10.4%	10.1%	8.6%	12.4%	8.3%	14.3%	8.7%	10.3%	11.7%	8.1%
Somewhat	3.3%	5.3%	-	6.2%	5.5%	-	4.5%	4.2%	2.0%	10.0%	6.0%	2.2%	2.0%	4.1%	3.3%	3.2%	1.1%	5.2%	3.2%	1.6%
Strongly	7.0%	5.3%	5.6%	6.2%	5.5%	6.1%	-	10.0%	4.6%	-	4.5%	7.9%	6.6%	8.3%	5.0%	11.1%	7.6%	5.2%	8.5%	6.5%
DK/REFUSED	1.3%	-	2.8%	3.1%	-	3.0%	4.5%	0.8%	-	20.0%	3.0%	0.4%	2.0%	0.8%	1.7%	1.6%	2.2%	-	1.1%	1.6%
Net Diff.	78.0%	78.9%	86.1%	71.9%	78.2%	84.8%	86.4%	70.8%	86.8%	60.0%	76.1%	79.4%	80.9%	74.4%	81.7%	69.8%	80.4%	79.3%	75.5%	82.3%
Mean	3.45	3.53	3.60	3.42	3.51	3.62	3.62	3.21	3.67	3.38	3.51	3.44	3.44	3.46	3.46	3.42	3.42	3.50	3.34	3.54



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
SUPPORT	88.3%	93.1%	83.1%	94.2%	84.6%	91.0%	86.5%	90.6%	86.0%	91.4%	86.8%	92.4%	84.9%	88.1%	87.7%	91.2%	88.2%	89.6%	88.5%	91.3%	86.7%	
Strongly	62.0%	63.8%	64.4%	65.4%	65.4%	57.5%	66.7%	57.8%	68.0%	57.1%	65.8%	54.3%	69.8%	64.3%	64.4%	67.6%	66.2%	60.7%	64.6%	62.3%	63.3%	
Somewhat	26.3%	29.3%	18.6%	28.8%	19.2%	33.6%	19.8%	32.8%	18.0%	34.3%	21.1%	38.0%	15.1%	23.8%	23.3%	23.5%	22.1%	28.8%	23.8%	29.0%	23.3%	
OPPOSE	10.3%	3.4%	16.9%	1.9%	15.4%	6.7%	12.7%	7.8%	12.0%	5.7%	13.2%	6.5%	13.2%	7.1%	12.3%	2.9%	11.8%	9.2%	10.8%	8.7%	11.7%	
Somewhat	3.3%	-	6.8%	-	5.8%	2.2%	3.2%	3.1%	2.0%	1.4%	3.9%	2.2%	1.9%	2.4%	4.1%	-	4.4%	3.7%	3.1%	2.9%	3.3%	
Strongly	7.0%	3.4%	10.2%	1.9%	9.6%	4.5%	9.5%	4.7%	10.0%	4.3%	9.2%	4.3%	11.3%	4.8%	8.2%	2.9%	7.4%	5.5%	7.7%	5.8%	8.3%	
DK/REFUSED	1.3%	3.4%	-	3.8%	-	2.2%	0.8%	1.6%	2.0%	2.9%	-	1.1%	1.9%	4.8%	-	5.9%	-	1.2%	0.8%	-	1.7%	
Net Diff.	78.0%	89.7%	66.1%	92.3%	69.2%	84.3%	73.8%	82.8%	74.0%	85.7%	73.7%	85.9%	71.7%	81.0%	75.3%	88.2%	76.5%	80.4%	77.7%	82.6%	75.0%	
Mean	3.45	3.59	3.37	3.64	3.40	3.47	3.45	3.46	3.47	3.49	3.43	3.44	3.46	3.55	3.44	3.66	3.47	3.47	3.47	3.48	3.44	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
SUPPORT	88.3%	88.3%	90.0%	89.4%	90.0%	89.7%	86.0%	89.9%	88.6%	86.0%	91.3%	85.7%	89.1%	86.3%	92.8%	84.2%	96.8%	90.2%	86.7%	93.3%	87.3%
Strongly	62.0%	59.6%	65.7%	60.0%	60.0%	61.5%	72.0%	62.3%	75.0%	49.3%	75.4%	52.4%	74.5%	46.6%	75.9%	44.2%	81.0%	61.0%	70.7%	66.7%	70.4%
Somewhat	26.3%	28.7%	24.3%	29.4%	30.0%	28.2%	14.0%	27.5%	13.6%	36.8%	15.9%	33.3%	14.5%	39.7%	16.9%	40.0%	15.9%	29.3%	16.0%	26.7%	16.9%
OPPOSE	10.3%	9.6%	10.0%	10.6%	8.8%	7.7%	14.0%	7.2%	11.4%	12.5%	8.7%	12.7%	10.9%	12.3%	7.2%	14.7%	3.2%	7.3%	13.3%	3.3%	12.7%
Somewhat	3.3%	4.3%	2.9%	3.5%	2.5%	3.8%	4.0%	2.9%	4.5%	2.9%	3.6%	4.8%	1.8%	1.4%	4.8%	4.2%	-	-	6.7%	-	5.6%
Strongly	7.0%	5.3%	7.1%	7.1%	6.2%	3.8%	10.0%	4.3%	6.8%	9.6%	5.1%	7.9%	9.1%	11.0%	2.4%	10.5%	3.2%	7.3%	6.7%	3.3%	7.0%
DK/REFUSED	1.3%	2.1%	-	-	1.2%	2.6%	-	2.9%	-	1.5%	-	1.6%	-	1.4%	-	1.1%	-	2.4%	-	3.3%	-
Net Diff.	78.0%	78.7%	80.0%	78.8%	81.2%	82.1%	72.0%	82.6%	77.3%	73.5%	82.6%	73.0%	78.2%	74.0%	85.5%	69.5%	93.7%	82.9%	73.3%	90.0%	74.6%
Mean	3.45	3.46	3.49	3.42	3.46	3.51	3.48	3.52	3.57	3.28	3.62	3.32	3.55	3.24	3.66	3.19	3.75	3.48	3.51	3.62	3.51

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON		
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60		
SUPPORT	88.3%	88.3%	90.0%	84.4%	89.3%	90.4%	90.0%	84.0%	93.0%	88.3%	87.7%	88.3%	92.4%	86.4%	94.4%	91.8%	86.2%	94.9%	86.7%		
Strongly	62.0%	53.3%	53.3%	50.0%	54.7%	73.5%	62.5%	68.0%	81.7%	58.3%	68.4%	49.4%	77.2%	45.5%	77.5%	67.3%	69.2%	71.8%	70.0%		
Somewhat	26.3%	35.0%	36.7%	34.4%	34.7%	16.9%	27.5%	16.0%	11.3%	30.0%	19.3%	39.0%	15.2%	40.9%	16.9%	24.5%	16.9%	23.1%	16.7%		
OPPOSE	10.3%	10.2%	10.0%	15.6%	8.0%	9.6%	10.0%	16.0%	7.0%	10.0%	12.3%	10.4%	7.6%	12.5%	5.6%	6.1%	13.8%	2.6%	13.3%		
Somewhat	3.3%	2.9%	3.3%	3.1%	2.7%	2.9%	2.5%	-	4.2%	3.3%	1.8%	2.6%	3.8%	3.4%	-	2.0%	6.2%	2.6%	5.0%		
Strongly	7.0%	7.3%	6.7%	12.5%	5.3%	6.6%	7.5%	16.0%	2.8%	6.7%	10.5%	7.8%	3.8%	9.1%	5.6%	4.1%	7.7%	-	8.3%		
DK/REFUSED	1.3%	1.5%	-	-	2.7%	-	-	-	-	1.7%	-	1.3%	-	1.1%	-	2.0%	-	2.6%	-		
Net Diff.	78.0%	78.1%	80.0%	68.8%	81.3%	80.9%	80.0%	68.0%	85.9%	78.3%	75.4%	77.9%	84.8%	73.9%	88.7%	85.7%	72.3%	92.3%	73.3%		
Mean	3.45	3.36	3.37	3.22	3.42	3.57	3.45	3.36	3.72	3.42	3.46	3.32	3.66	3.24	3.66	3.58	3.48	3.71	3.48		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
SUPPORT	88.3%	88.2%	88.5%	89.6%	71.4%	100.0%	83.3%	87.8%	87.9%	89.8%	60.0%	100.0%	100.0%	88.4%	88.9%	89.4%	100.0%	100.0%	66.7%		
Strongly	62.0%	58.6%	66.2%	67.8%	42.9%	100.0%	50.0%	58.1%	65.5%	67.3%	40.0%	100.0%	66.7%	58.9%	66.7%	68.2%	50.0%	100.0%	33.3%		
Somewhat	26.3%	29.6%	22.3%	21.7%	28.6%	-	33.3%	29.7%	22.4%	22.4%	20.0%	-	33.3%	29.5%	22.2%	21.2%	50.0%	-	33.3%		
OPPOSE	10.3%	10.7%	10.0%	8.7%	28.6%	-	16.7%	9.5%	12.1%	10.2%	40.0%	-	-	11.6%	8.3%	7.6%	-	-	33.3%		
Somewhat	3.3%	3.0%	3.8%	3.5%	14.3%	-	-	4.1%	1.7%	-	20.0%	-	-	2.1%	5.6%	6.1%	-	-	-		
Strongly	7.0%	7.7%	6.2%	5.2%	14.3%	-	16.7%	5.4%	10.3%	10.2%	20.0%	-	-	9.5%	2.8%	1.5%	-	-	33.3%		
DK/REFUSED	1.3%	1.2%	1.5%	1.7%	-	-	-	2.7%	-	-	-	-	-	-	2.8%	3.0%	-	-	-		
Net Diff.	78.0%	77.5%	78.5%	80.9%	42.9%	100.0%	66.7%	78.4%	75.9%	79.6%	20.0%	100.0%	100.0%	76.8%	80.6%	81.8%	100.0%	100.0%	33.3%		
Mean	3.45	3.41	3.51	3.55	3.00	4.00	3.17	3.44	3.43	3.47	2.80	4.00	3.67	3.38	3.57	3.61	3.50	4.00	2.67		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
SUPPORT	88.3%	96.9%	84.6%	83.8%	91.3%	89.4%	90.1%	88.2%	86.9%	90.3%	88.3%	89.4%	87.1%	89.0%	89.6%	87.5%	87.9%	90.6%
Strongly	62.0%	81.2%	61.5%	59.5%	44.9%	71.8%	70.4%	59.6%	64.8%	59.7%	58.4%	71.8%	64.5%	61.0%	61.2%	62.5%	57.6%	75.0%
Somewhat	26.3%	15.6%	23.1%	24.3%	46.4%	17.6%	19.7%	28.5%	22.1%	30.5%	29.9%	17.6%	22.6%	28.0%	28.4%	25.0%	30.3%	15.6%
OPPOSE	10.3%	3.1%	10.3%	14.9%	8.7%	9.4%	7.0%	11.0%	11.0%	9.1%	10.3%	9.4%	9.7%	10.0%	9.0%	10.9%	11.1%	6.2%
Somewhat	3.3%	-	5.1%	2.7%	1.4%	4.7%	2.8%	3.1%	2.8%	3.2%	2.3%	4.7%	3.2%	2.0%	1.5%	3.1%	2.0%	3.1%
Strongly	7.0%	3.1%	5.1%	12.2%	7.2%	4.7%	4.2%	7.9%	8.3%	5.8%	7.9%	4.7%	6.5%	8.0%	7.5%	7.8%	9.1%	3.1%
DK/REFUSED	1.3%	-	5.1%	1.4%	-	1.2%	2.8%	0.9%	2.1%	0.6%	1.4%	1.2%	3.2%	1.0%	1.5%	1.6%	1.0%	3.1%
Net Diff.	78.0%	93.8%	74.4%	68.9%	82.6%	80.0%	83.1%	77.2%	75.9%	81.2%	78.0%	80.0%	77.4%	79.0%	80.6%	76.6%	76.8%	84.4%
Mean	3.45	3.75	3.49	3.33	3.29	3.58	3.61	3.41	3.46	3.45	3.41	3.58	3.50	3.43	3.45	3.44	3.38	3.68

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
SUPPORT	88.3%	92.5%	87.5%	84.6%	92.2%	88.7%	88.7%	87.9%	88.7%	89.0%	92.0%	84.0%	84.4%	88.1%	87.5%	88.2%	89.4%
Strongly	62.0%	75.0%	58.6%	67.9%	57.8%	59.1%	69.8%	61.4%	62.5%	69.0%	70.0%	47.0%	78.1%	52.4%	56.2%	55.9%	63.8%
Somewhat	26.3%	17.5%	28.9%	16.7%	34.4%	29.6%	18.9%	26.5%	26.2%	20.0%	22.0%	37.0%	6.2%	35.7%	31.2%	32.4%	25.6%
OPPOSE	10.3%	5.0%	11.7%	12.8%	7.8%	9.6%	11.3%	10.6%	10.1%	8.0%	8.0%	15.0%	12.5%	11.9%	12.5%	8.8%	9.4%
Somewhat	3.3%	2.5%	3.9%	3.8%	3.3%	2.6%	5.7%	3.0%	3.6%	2.0%	1.0%	7.0%	3.1%	4.8%	3.1%	-	3.8%
Strongly	7.0%	2.5%	7.8%	9.0%	4.4%	7.0%	5.7%	7.6%	6.5%	6.0%	7.0%	8.0%	9.4%	7.1%	9.4%	8.8%	5.6%
DK/REFUSED	1.3%	2.5%	0.8%	2.6%	-	1.7%	-	1.5%	1.2%	3.0%	-	1.0%	3.1%	-	-	2.9%	1.2%
Net Diff.	78.0%	87.5%	75.8%	71.8%	84.4%	79.1%	77.4%	77.3%	78.6%	81.0%	84.0%	69.0%	71.9%	76.2%	75.0%	79.4%	80.0%
Mean	3.45	3.69	3.39	3.47	3.46	3.43	3.53	3.44	3.46	3.57	3.55	3.24	3.58	3.33	3.34	3.39	3.49

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
SUPPORT	88.3%	87.1%	83.6%	93.8%	93.3%	85.7%	85.7%	83.3%	80.0%	100.0%	100.0%	86.7%	50.0%	92.3%
Strongly	62.0%	58.6%	63.6%	67.2%	60.0%	62.9%	39.3%	54.2%	45.0%	100.0%	100.0%	80.0%	50.0%	84.6%
Somewhat	26.3%	28.4%	20.0%	26.6%	33.3%	22.9%	46.4%	29.2%	35.0%	-	-	6.7%	-	7.7%
OPPOSE	10.3%	12.1%	14.5%	6.2%	3.3%	11.4%	14.3%	12.5%	15.0%	-	-	13.3%	50.0%	7.7%
Somewhat	3.3%	1.7%	3.6%	4.7%	-	8.6%	-	12.5%	15.0%	-	-	-	-	-
Strongly	7.0%	10.3%	10.9%	1.6%	3.3%	2.9%	14.3%	-	-	-	-	13.3%	50.0%	7.7%
DK/REFUSED	1.3%	0.9%	1.8%	-	3.3%	2.9%	-	4.2%	5.0%	-	-	-	-	-
Net Diff.	78.0%	75.0%	69.1%	87.5%	90.0%	74.3%	71.4%	70.8%	65.0%	100.0%	100.0%	73.3%	-	84.6%
Mean	3.45	3.37	3.39	3.59	3.55	3.50	3.11	3.43	3.32	4.00	4.00	3.53	2.50	3.69

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
MEDICAID BENEFIT COMBO	88.3%	88.8%	80.0%	93.2%	87.5%	93.2%	90.6%	100.0%	83.2%	83.7%	50.0%	93.2%	93.0%	100.0%	86.4%
LOWERING STATE TAX RATE	78.0%	80.9%	73.3%	76.1%	80.1%	65.9%	68.8%	58.3%	87.8%	88.4%	50.0%	69.4%	69.7%	60.0%	77.3%
MEDICAL MARIJUANA	68.3%	66.4%	68.3%	71.6%	66.8%	77.3%	75.0%	83.3%	56.5%	56.6%	50.0%	77.6%	76.8%	100.0%	77.3%
EXPAND MEDICAID PROGRAM	60.7%	57.9%	68.3%	60.2%	59.4%	68.2%	68.8%	66.7%	32.1%	31.8%	50.0%	85.0%	85.2%	80.0%	68.2%
PARENTS SCHOOL CHOICE	58.3%	57.9%	55.0%	61.4%	58.2%	59.1%	53.1%	75.0%	67.2%	68.2%	-	51.0%	50.0%	80.0%	54.5%
LEGALIZE SPORTS BETTING	38.3%	37.5%	40.0%	38.6%	37.9%	40.9%	40.6%	41.7%	32.8%	32.6%	50.0%	44.9%	43.7%	80.0%	27.3%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
MEDICAID BENEFIT COMBO	88.3%	87.5%	93.0%	90.7%	84.6%	95.0%	78.9%	93.7%	86.3%	81.4%	84.2%	89.9%	89.9%	92.2%	82.0%	86.7%	89.4%	85.7%	75.0%	90.6%	91.5%
LOWERING STATE TAX RATE	78.0%	84.6%	74.4%	74.7%	74.4%	75.0%	73.7%	81.0%	77.5%	88.4%	89.5%	77.5%	73.8%	67.5%	90.0%	78.3%	79.6%	85.7%	100.0%	81.2%	79.5%
MEDICAL MARIJUANA	68.3%	63.5%	83.7%	70.7%	64.1%	60.0%	78.9%	65.8%	69.2%	62.8%	89.5%	64.0%	69.8%	75.3%	62.0%	70.0%	65.5%	57.1%	100.0%	71.9%	66.7%
EXPAND MEDICAID PROGRAM	60.7%	49.0%	67.4%	65.3%	67.9%	85.0%	57.9%	58.2%	59.3%	44.2%	63.2%	60.7%	65.1%	81.8%	32.0%	61.7%	58.4%	71.4%	25.0%	75.0%	62.4%
PARENTS SCHOOL CHOICE	58.3%	60.6%	55.8%	49.3%	65.4%	60.0%	63.2%	53.2%	59.9%	65.1%	52.6%	58.4%	57.0%	42.9%	64.0%	60.0%	65.5%	71.4%	50.0%	62.5%	56.4%
LEGALIZE SPORTS BETTING	38.3%	37.5%	51.2%	33.3%	37.2%	55.0%	68.4%	26.6%	38.5%	48.8%	57.9%	31.5%	36.9%	44.2%	36.0%	35.0%	37.2%	57.1%	100.0%	62.5%	37.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
MEDICAID BENEFIT COMBO	88.3%	77.8%	100.0%	81.0%	87.5%	86.9%	89.6%	87.3%	88.9%	100.0%	94.1%	80.0%	84.2%	85.3%	33.3%	92.1%	92.0%	100.0%	90.5%
LOWERING STATE TAX RATE	78.0%	66.7%	100.0%	83.3%	81.2%	81.8%	81.2%	79.7%	63.9%	63.6%	82.4%	70.0%	87.8%	88.2%	66.7%	68.6%	68.1%	100.0%	76.2%
MEDICAL MARIJUANA	68.3%	66.7%	100.0%	76.2%	67.2%	63.6%	77.1%	59.5%	75.0%	100.0%	82.4%	60.0%	58.3%	58.1%	66.7%	78.6%	79.0%	50.0%	66.7%
EXPAND MEDICAID PROGRAM	60.7%	66.7%	66.7%	57.1%	59.4%	49.5%	83.3%	51.9%	69.4%	90.9%	76.5%	40.0%	34.5%	35.3%	-	84.3%	84.1%	100.0%	76.2%
PARENTS SCHOOL CHOICE	58.3%	44.4%	66.7%	52.4%	56.2%	60.6%	47.9%	67.1%	50.0%	45.5%	47.1%	80.0%	69.1%	68.4%	100.0%	49.3%	49.3%	50.0%	47.6%
LEGALIZE SPORTS BETTING	38.3%	77.8%	100.0%	54.8%	40.6%	33.3%	43.8%	39.2%	33.3%	54.5%	58.8%	20.0%	33.1%	33.1%	33.3%	46.4%	46.4%	50.0%	19.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER	VOTE AND	VOTE AND	UNDE- CIED		
	VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
MEDICAID BENEFIT COMBO	88.3%	84.1%	84.1%	83.3%	93.0%	92.7%	100.0%	91.4%	84.5%	82.4%	82.9%	75.0%	94.2%	94.0%	100.0%	83.3%	91.9%	77.8%	83.0%	87.1%	93.8%
LOWERING STATE TAX RATE	78.0%	84.1%	84.8%	66.7%	71.1%	70.9%	75.0%	74.3%	86.9%	89.9%	90.1%	87.5%	65.8%	66.7%	33.3%	79.2%	78.4%	94.4%	91.1%	61.3%	75.0%
MEDICAL MARIJUANA	68.3%	58.3%	58.6%	50.0%	80.7%	80.0%	100.0%	71.4%	59.5%	57.1%	55.9%	75.0%	76.7%	76.1%	100.0%	83.3%	67.6%	61.1%	58.0%	58.1%	62.5%
EXPAND MEDICAID PROGRAM	60.7%	40.4%	39.3%	66.7%	84.2%	83.6%	100.0%	71.4%	39.3%	30.3%	29.7%	37.5%	87.5%	87.2%	100.0%	62.5%	70.3%	36.1%	30.4%	71.0%	75.0%
PARENTS SCHOOL CHOICE	58.3%	64.9%	64.8%	66.7%	50.9%	50.9%	50.0%	54.3%	64.3%	65.5%	65.8%	62.5%	46.7%	46.2%	66.7%	79.2%	59.5%	63.9%	65.2%	58.1%	56.2%
LEGALIZE SPORTS BETTING	38.3%	33.1%	33.8%	16.7%	49.1%	50.0%	25.0%	25.7%	33.3%	31.1%	31.5%	25.0%	43.3%	43.6%	33.3%	66.7%	27.0%	38.9%	30.4%	35.5%	18.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 5

	SUPPORT														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
MEDICAID BENEFIT COMBO	88.3%	90.2%	83.8%	90.4%	86.2%	87.4%	88.7%	90.2%	78.0%	100.0%	69.3%	100.0%	-	100.0%	-	83.7%	92.9%	85.3%	83.3%	100.0%	50.0%
LOWERING STATE TAX RATE	78.0%	78.0%	77.0%	80.9%	75.4%	86.9%	60.8%	100.0%	-	74.2%	87.1%	91.6%	67.7%	79.6%	67.7%	89.1%	73.6%	72.1%	75.9%	50.0%	100.0%
MEDICAL MARIJUANA	68.3%	100.0%	-	81.7%	58.5%	64.6%	75.3%	68.4%	65.9%	72.0%	62.4%	65.1%	58.1%	69.8%	58.1%	56.5%	73.6%	73.5%	72.2%	91.7%	-
EXPAND MEDICAID PROGRAM	60.7%	63.9%	51.4%	62.6%	54.6%	55.4%	66.0%	57.7%	68.3%	100.0%	-	-	-	68.7%	-	39.1%	81.4%	47.1%	46.3%	50.0%	50.0%
PARENTS SCHOOL CHOICE	58.3%	55.1%	64.9%	63.5%	52.3%	100.0%	-	65.0%	36.6%	53.3%	64.4%	67.5%	61.3%	57.7%	61.3%	65.2%	52.9%	60.3%	63.0%	41.7%	100.0%
LEGALIZE SPORTS BETTING	38.3%	45.9%	25.7%	100.0%	-	41.7%	33.0%	39.7%	34.1%	39.6%	35.6%	38.6%	29.0%	39.2%	29.0%	30.4%	42.9%	39.7%	42.6%	33.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
	<b>Total</b>	<b>300</b>	<b>40</b>	<b>57</b>	<b>35</b>	<b>52</b>	<b>83</b>	<b>33</b>	<b>80</b>	<b>43</b>	<b>46</b>	<b>12</b>	<b>96</b>	<b>22</b>	<b>6</b>	<b>94</b>
MEDICAID BENEFIT COMBO	88.3%	85.0%	94.7%	80.0%	82.7%	91.6%	90.9%	83.8%	97.7%	87.0%	83.3%	90.6%	81.8%	83.3%	90.4%	86.7%
LOWERING STATE TAX RATE	78.0%	90.0%	68.4%	77.1%	88.5%	77.1%	66.7%	88.8%	65.1%	73.9%	91.7%	77.1%	68.2%	100.0%	77.7%	60.0%
MEDICAL MARIJUANA	68.3%	52.5%	78.9%	65.7%	59.6%	69.9%	81.8%	53.8%	86.0%	71.7%	75.0%	67.7%	77.3%	83.3%	68.1%	80.0%
EXPAND MEDICAID PROGRAM	60.7%	45.0%	86.0%	34.3%	34.6%	78.3%	60.6%	40.0%	81.4%	50.0%	33.3%	81.2%	40.9%	33.3%	80.9%	53.3%
PARENTS SCHOOL CHOICE	58.3%	67.5%	49.1%	68.6%	63.5%	55.4%	51.5%	65.0%	30.2%	58.7%	66.7%	62.5%	63.6%	66.7%	61.7%	66.7%
LEGALIZE SPORTS BETTING	38.3%	40.0%	42.1%	51.4%	23.1%	43.4%	27.3%	30.0%	41.9%	41.3%	33.3%	43.8%	36.4%	16.7%	43.6%	40.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY						WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN	LIBERAL	TRUMP	Very	Some-	MOD-	CONSER	Some-	Very	CONSER	MALE	FEMALE	WHITE	LIB-	MOD-	CONSER	LIB-	MOD-	CONSER
		PARTY	ERAL	SUPPOR		what	ERATE	VATIVE	what		CRATS	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
MEDICAID BENEFIT COMBO	88.3%	85.2%	80.8%	91.1%	87.5%	95.2%	91.7%	85.6%	85.9%	85.3%	100.0%	90.3%	90.6%	85.9%	91.5%	92.9%	85.3%	93.9%	91.7%	85.8%
LOWERING STATE TAX RATE	78.0%	91.8%	84.6%	72.2%	70.8%	73.8%	66.7%	87.8%	79.7%	94.7%	62.5%	67.7%	65.6%	87.5%	74.6%	67.9%	88.0%	60.6%	66.7%	87.7%
MEDICAL MARIJUANA	68.3%	55.7%	53.8%	80.0%	81.2%	78.6%	80.0%	57.6%	65.6%	50.7%	62.5%	83.9%	78.1%	56.2%	78.0%	82.1%	58.7%	93.9%	79.2%	56.6%
EXPAND MEDICAID PROGRAM	60.7%	36.1%	42.3%	84.4%	83.3%	85.7%	76.7%	38.8%	45.3%	33.3%	37.5%	80.6%	78.1%	42.2%	86.4%	75.0%	36.0%	90.9%	79.2%	36.8%
PARENTS SCHOOL CHOICE	58.3%	75.4%	38.5%	52.2%	52.1%	52.4%	55.0%	64.7%	59.4%	69.3%	50.0%	54.8%	56.2%	67.2%	50.8%	53.6%	62.7%	30.3%	41.7%	65.1%
LEGALIZE SPORTS BETTING	38.3%	29.5%	30.8%	48.9%	47.9%	50.0%	45.0%	30.2%	29.7%	30.7%	25.0%	48.4%	46.9%	43.8%	49.2%	42.9%	18.7%	51.5%	45.8%	31.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
MEDICAID BENEFIT COMBO	88.3%	89.5%	91.7%	84.4%	89.1%	90.9%	90.9%	85.0%	93.4%	70.0%	86.6%	89.5%	89.5%	86.8%	90.0%	84.1%	89.1%	89.7%	87.2%	90.3%
LOWERING STATE TAX RATE	78.0%	78.9%	66.7%	87.5%	80.0%	66.7%	86.4%	90.0%	70.2%	60.0%	82.1%	76.8%	83.6%	71.9%	83.3%	69.8%	83.7%	74.1%	86.2%	66.1%
MEDICAL MARIJUANA	68.3%	71.9%	80.6%	59.4%	72.7%	78.8%	59.1%	57.5%	76.2%	80.0%	74.6%	66.7%	57.9%	80.2%	55.0%	79.4%	59.8%	81.0%	56.4%	82.3%
EXPAND MEDICAID PROGRAM	60.7%	80.7%	75.0%	43.8%	80.0%	75.8%	59.1%	30.0%	84.8%	70.0%	61.2%	61.0%	53.3%	69.4%	53.3%	65.1%	53.3%	74.1%	42.6%	71.0%
PARENTS SCHOOL CHOICE	58.3%	64.9%	63.9%	62.5%	63.6%	63.6%	63.6%	67.5%	48.3%	90.0%	59.7%	57.9%	55.9%	58.7%	55.0%	63.5%	56.5%	53.4%	59.6%	45.2%
LEGALIZE SPORTS BETTING	38.3%	47.4%	44.4%	28.1%	47.3%	45.5%	22.7%	33.3%	43.0%	50.0%	43.3%	37.3%	30.9%	50.4%	33.3%	55.6%	29.3%	44.8%	31.9%	43.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
MEDICAID BENEFIT COMBO	88.3%	93.1%	83.1%	94.2%	84.6%	91.0%	86.5%	90.6%	86.0%	91.4%	86.8%	92.4%	84.9%	88.1%	87.7%	91.2%	88.2%	89.6%	88.5%	91.3%	86.7%	
LOWERING STATE TAX RATE	78.0%	79.3%	78.0%	76.9%	78.8%	82.1%	70.6%	79.7%	68.0%	84.3%	72.4%	82.6%	62.3%	81.0%	76.7%	79.4%	76.5%	81.6%	73.8%	81.2%	73.3%	
MEDICAL MARIJUANA	68.3%	60.3%	78.0%	59.6%	78.8%	72.4%	66.7%	71.9%	68.0%	72.9%	65.8%	71.7%	64.2%	73.8%	68.5%	73.5%	67.6%	68.1%	69.2%	68.1%	70.0%	
EXPAND MEDICAID PROGRAM	60.7%	70.7%	67.8%	76.9%	69.2%	56.7%	70.6%	59.4%	70.0%	54.3%	71.1%	52.2%	66.0%	66.7%	74.0%	76.5%	75.0%	62.6%	59.2%	68.1%	53.3%	
PARENTS SCHOOL CHOICE	58.3%	50.0%	72.9%	46.2%	76.9%	56.0%	54.8%	56.2%	58.0%	55.7%	52.6%	55.4%	43.4%	57.1%	63.0%	58.8%	61.8%	59.5%	56.2%	55.1%	65.0%	
LEGALIZE SPORTS BETTING	38.3%	29.3%	57.6%	30.8%	55.8%	45.5%	35.7%	48.4%	42.0%	42.9%	31.6%	44.6%	24.5%	47.6%	43.8%	50.0%	42.6%	37.4%	40.8%	37.7%	53.3%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
MEDICAID BENEFIT COMBO	88.3%	88.3%	90.0%	89.4%	90.0%	89.7%	86.0%	89.9%	88.6%	86.0%	91.3%	85.7%	89.1%	86.3%	92.8%	84.2%	96.8%	90.2%	86.7%	93.3%	87.3%
LOWERING STATE TAX RATE	78.0%	81.9%	74.3%	84.7%	72.5%	78.2%	76.0%	78.3%	75.0%	85.3%	70.3%	82.5%	70.9%	87.7%	69.9%	84.2%	71.4%	87.8%	69.3%	86.7%	70.4%
MEDICAL MARIJUANA	68.3%	68.1%	68.6%	70.6%	65.0%	65.4%	76.0%	63.8%	79.5%	53.7%	81.9%	50.8%	89.1%	56.2%	77.1%	51.6%	88.9%	58.5%	76.0%	60.0%	74.6%
EXPAND MEDICAID PROGRAM	60.7%	58.5%	64.3%	49.4%	60.0%	76.9%	58.0%	82.6%	61.4%	44.1%	77.5%	46.0%	74.5%	42.5%	79.5%	36.8%	81.0%	61.0%	74.7%	73.3%	76.1%
PARENTS SCHOOL CHOICE	58.3%	62.8%	48.6%	54.1%	55.0%	65.4%	58.0%	66.7%	54.5%	68.4%	51.4%	69.8%	54.5%	67.1%	49.4%	65.3%	36.5%	75.6%	64.0%	73.3%	66.2%
LEGALIZE SPORTS BETTING	38.3%	37.2%	30.0%	32.9%	40.0%	42.3%	42.0%	43.5%	40.9%	30.9%	46.4%	38.1%	54.5%	24.7%	41.0%	28.4%	46.0%	36.6%	46.7%	40.0%	45.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-ABORTION: MALE	PRO-CHOICE	PRO-ABORTION: FEMALE	PRO-ABORTION: WHITE	PRO-ABORTION: NON-WHITE	PRO-ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
MEDICAID BENEFIT COMBO	88.3%	88.3%	90.0%	84.4%	89.3%	90.4%	90.0%	84.0%	93.0%	88.3%	87.7%	88.3%	92.4%	86.4%	94.4%	91.8%	86.2%	94.9%	86.7%
LOWERING STATE TAX RATE	78.0%	89.1%	90.0%	90.6%	88.0%	67.6%	75.0%	64.0%	64.8%	86.7%	70.2%	90.9%	65.8%	89.8%	67.6%	87.8%	67.7%	87.2%	68.3%
MEDICAL MARIJUANA	68.3%	51.8%	26.7%	53.1%	61.3%	84.6%	87.5%	92.0%	80.3%	48.3%	87.7%	54.5%	82.3%	51.1%	87.3%	53.1%	81.5%	53.8%	80.0%
EXPAND MEDICAID PROGRAM	60.7%	46.7%	40.0%	50.0%	48.0%	75.7%	60.0%	72.0%	85.9%	48.3%	70.2%	45.5%	79.7%	35.2%	78.9%	67.3%	72.3%	79.5%	73.3%
PARENTS SCHOOL CHOICE	58.3%	72.3%	76.7%	65.6%	73.3%	49.3%	57.5%	36.0%	49.3%	73.3%	54.4%	71.4%	45.6%	70.5%	33.8%	75.5%	66.2%	74.4%	68.3%
LEGALIZE SPORTS BETTING	38.3%	32.1%	30.0%	31.2%	33.3%	47.1%	45.0%	40.0%	50.7%	35.0%	59.6%	29.9%	38.0%	30.7%	43.7%	34.7%	50.8%	38.5%	48.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
MEDICAID BENEFIT COMBO	88.3%	88.2%	88.5%	89.6%	71.4%	100.0%	83.3%	87.8%	87.9%	89.8%	60.0%	100.0%	100.0%	88.4%	88.9%	89.4%	100.0%	100.0%	66.7%		
LOWERING STATE TAX RATE	78.0%	78.7%	76.9%	76.5%	85.7%	-	100.0%	81.1%	72.4%	69.4%	100.0%	-	100.0%	76.8%	80.6%	81.8%	50.0%	-	100.0%		
MEDICAL MARIJUANA	68.3%	66.9%	70.0%	70.4%	71.4%	50.0%	66.7%	60.8%	75.9%	77.6%	60.0%	100.0%	66.7%	71.6%	65.3%	65.2%	100.0%	-	66.7%		
EXPAND MEDICAID PROGRAM	60.7%	53.3%	70.0%	74.8%	57.1%	50.0%	-	52.7%	69.0%	75.5%	40.0%	100.0%	-	53.7%	70.8%	74.2%	100.0%	-	-		
PARENTS SCHOOL CHOICE	58.3%	54.4%	63.1%	62.6%	42.9%	100.0%	83.3%	62.2%	56.9%	57.1%	40.0%	100.0%	66.7%	48.4%	68.1%	66.7%	50.0%	100.0%	100.0%		
LEGALIZE SPORTS BETTING	38.3%	36.1%	41.5%	41.7%	57.1%	50.0%	16.7%	41.9%	46.6%	44.9%	60.0%	100.0%	33.3%	31.6%	37.5%	39.4%	50.0%	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
MEDICAID BENEFIT COMBO	88.3%	96.9%	84.6%	83.8%	91.3%	89.4%	90.1%	88.2%	86.9%	90.3%	88.3%	89.4%	87.1%	89.0%	89.6%	87.5%	87.9%	90.6%
LOWERING STATE TAX RATE	78.0%	78.1%	89.7%	74.3%	78.3%	76.5%	84.5%	76.3%	79.3%	77.3%	79.0%	76.5%	87.1%	75.0%	83.6%	71.9%	77.8%	78.1%
MEDICAL MARIJUANA	68.3%	81.2%	66.7%	75.7%	68.1%	58.8%	73.2%	67.1%	74.5%	63.0%	72.4%	58.8%	77.4%	65.0%	74.6%	60.9%	71.7%	56.2%
EXPAND MEDICAID PROGRAM	60.7%	59.4%	64.1%	60.8%	62.3%	58.8%	62.0%	60.5%	61.4%	60.4%	61.7%	58.8%	51.6%	63.0%	56.7%	64.1%	59.6%	62.5%
PARENTS SCHOOL CHOICE	58.3%	65.6%	64.1%	58.1%	58.0%	52.9%	64.8%	56.1%	61.4%	55.2%	60.3%	52.9%	61.3%	59.0%	67.2%	51.6%	62.6%	50.0%
LEGALIZE SPORTS BETTING	38.3%	65.6%	43.6%	40.5%	33.3%	28.2%	53.5%	33.8%	46.9%	30.5%	42.5%	28.2%	61.3%	39.0%	50.7%	37.5%	46.5%	37.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
MEDICAID BENEFIT COMBO	88.3%	92.5%	87.5%	84.6%	92.2%	88.7%	88.7%	87.9%	88.7%	89.0%	92.0%	84.0%	84.4%	88.1%	87.5%	88.2%	89.4%
LOWERING STATE TAX RATE	78.0%	82.5%	77.3%	75.6%	81.1%	80.0%	75.5%	77.3%	78.6%	76.0%	82.0%	76.0%	75.0%	81.0%	81.2%	73.5%	78.1%
MEDICAL MARIJUANA	68.3%	70.0%	68.8%	74.4%	64.4%	73.0%	60.4%	67.4%	69.0%	60.0%	76.0%	69.0%	81.2%	69.0%	65.6%	70.6%	65.6%
EXPAND MEDICAID PROGRAM	60.7%	70.0%	58.6%	65.4%	57.8%	63.5%	56.6%	59.8%	61.3%	64.0%	65.0%	53.0%	68.8%	64.3%	59.4%	47.1%	61.2%
PARENTS SCHOOL CHOICE	58.3%	67.5%	53.9%	56.4%	57.8%	58.3%	54.7%	59.8%	57.1%	56.0%	64.0%	55.0%	65.6%	69.0%	50.0%	70.6%	53.1%
LEGALIZE SPORTS BETTING	38.3%	47.5%	29.7%	43.6%	25.6%	39.1%	22.6%	43.9%	33.9%	39.0%	40.0%	36.0%	56.2%	40.5%	34.4%	47.1%	33.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUPPORT:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
MEDICAID BENEFIT COMBO	88.3%	87.1%	83.6%	93.8%	93.3%	85.7%	85.7%	83.3%	80.0%	100.0%	100.0%	86.7%	50.0%	92.3%
LOWERING STATE TAX RATE	78.0%	79.3%	83.6%	75.0%	76.7%	71.4%	75.0%	79.2%	85.0%	50.0%	100.0%	53.3%	50.0%	53.8%
MEDICAL MARIJUANA	68.3%	66.4%	69.1%	65.6%	80.0%	68.6%	67.9%	75.0%	75.0%	75.0%	100.0%	80.0%	50.0%	84.6%
EXPAND MEDICAID PROGRAM	60.7%	60.3%	56.4%	65.6%	70.0%	51.4%	46.4%	29.2%	25.0%	50.0%	100.0%	73.3%	50.0%	76.9%
PARENTS SCHOOL CHOICE	58.3%	65.5%	58.2%	54.7%	53.3%	45.7%	71.4%	58.3%	70.0%	-	-	46.7%	-	53.8%
LEGALIZE SPORTS BETTING	38.3%	44.0%	38.2%	39.1%	36.7%	20.0%	46.4%	33.3%	35.0%	25.0%	100.0%	33.3%	-	38.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
MEDICAID BENEFIT COMBO	3.45	3.45	3.36	3.52	3.44	3.55	3.44	3.83	3.20	3.21	2.50	3.68	3.70	3.40	3.36
LOWERING STATE TAX RATE	3.39	3.39	3.34	3.44	3.42	3.22	3.21	3.25	3.60	3.61	3.00	3.18	3.19	2.80	3.50
MEDICAL MARIJUANA	3.08	3.04	3.14	3.09	3.05	3.22	3.14	3.42	2.79	2.80	2.50	3.28	3.25	4.00	3.25
EXPAND MEDICAID PROGRAM	2.90	2.87	3.09	2.82	2.86	3.15	3.17	3.08	2.15	2.15	2.50	3.49	3.49	3.50	3.10
PARENTS SCHOOL CHOICE	2.86	2.92	2.66	2.90	2.84	2.95	2.86	3.17	3.19	3.21	1.00	2.59	2.57	3.20	2.75
LEGALIZE SPORTS BETTING	2.32	2.30	2.35	2.32	2.31	2.38	2.32	2.56	2.22	2.20	4.00	2.45	2.44	2.80	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
MEDICAID BENEFIT COMBO	3.45	3.39	3.60	3.47	3.43	3.65	3.21	3.58	3.40	3.30	3.42	3.53	3.46	3.70	3.22	3.39	3.42	3.14	3.00	3.59	3.53
LOWERING STATE TAX RATE	3.39	3.50	3.38	3.34	3.29	3.21	3.22	3.54	3.37	3.62	3.53	3.36	3.32	3.19	3.57	3.43	3.42	3.43	3.50	3.47	3.43
MEDICAL MARIJUANA	3.08	2.81	3.38	3.22	3.13	2.75	3.26	3.03	3.11	2.82	3.58	2.94	3.16	3.17	2.78	3.24	3.05	2.57	3.75	3.09	3.02
EXPAND MEDICAID PROGRAM	2.90	2.57	3.05	3.00	3.17	3.40	2.79	2.84	2.88	2.38	2.84	2.92	3.06	3.49	2.18	2.80	2.86	2.86	2.25	3.25	2.92
PARENTS SCHOOL CHOICE	2.86	2.97	2.56	2.71	3.04	2.85	2.74	2.77	2.91	3.20	2.58	2.82	2.82	2.52	2.98	2.81	3.06	3.43	2.50	2.84	2.78
LEGALIZE SPORTS BETTING	2.32	2.23	2.70	2.25	2.28	2.71	2.83	2.02	2.34	2.48	2.67	2.10	2.35	2.60	2.16	2.08	2.35	2.33	3.75	2.76	2.28



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
MEDICAID BENEFIT COMBO	3.45	3.33	3.67	3.33	3.49	3.29	3.70	3.37	3.61	3.82	3.71	3.10	3.25	3.25	3.00	3.64	3.63	4.00	3.55
LOWERING STATE TAX RATE	3.39	3.12	4.00	3.44	3.45	3.52	3.52	3.40	3.03	2.90	3.24	3.71	3.60	3.62	2.67	3.14	3.13	3.50	3.69
MEDICAL MARIJUANA	3.08	2.89	3.67	3.18	3.04	3.01	3.34	2.82	3.20	3.64	3.25	3.00	2.84	2.83	3.50	3.27	3.29	2.00	3.24
EXPAND MEDICAID PROGRAM	2.90	3.00	3.33	2.76	2.86	2.56	3.45	2.68	3.29	3.64	3.18	2.44	2.21	2.22	1.50	3.46	3.45	4.00	3.50
PARENTS SCHOOL CHOICE	2.86	3.00	3.00	2.80	2.81	3.02	2.60	3.01	2.57	2.78	2.40	3.20	3.23	3.22	3.67	2.52	2.50	4.00	2.75
LEGALIZE SPORTS BETTING	2.32	3.11	3.00	2.67	2.33	2.28	2.61	2.24	2.07	2.50	2.67	2.12	2.19	2.19	2.50	2.47	2.47	3.00	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED
	VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
MEDICAID BENEFIT COMBO	3.45	3.27	3.26	3.60	3.67	3.68	3.25	3.53	3.27	3.19	3.19	3.14	3.72	3.72	3.67	3.25	3.57	3.17	3.23	3.43	3.67
LOWERING STATE TAX RATE	3.39	3.52	3.52	3.60	3.20	3.21	2.75	3.45	3.54	3.65	3.65	3.62	3.12	3.15	2.00	3.26	3.47	3.80	3.68	2.93	3.58
MEDICAL MARIJUANA	3.08	2.84	2.83	3.00	3.33	3.33	3.25	3.19	2.68	2.78	2.80	2.62	3.21	3.21	3.33	3.61	3.16	2.75	2.82	2.80	3.17
EXPAND MEDICAID PROGRAM	2.90	2.36	2.32	3.40	3.45	3.46	3.25	3.37	2.28	2.09	2.08	2.33	3.54	3.54	3.67	2.82	3.31	2.11	2.11	3.10	3.54
PARENTS SCHOOL CHOICE	2.86	3.11	3.11	3.00	2.53	2.53	2.50	2.89	3.08	3.16	3.16	3.12	2.47	2.47	2.67	3.12	3.04	3.21	3.16	2.83	3.00
LEGALIZE SPORTS BETTING	2.32	2.18	2.18	2.25	2.53	2.56	1.75	2.14	2.15	2.11	2.13	1.86	2.42	2.44	1.67	2.78	2.32	2.24	2.09	2.32	1.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
MEDICAID BENEFIT COMBO	3.45	3.54	3.26	3.51	3.39	3.40	3.53	3.46	3.36	3.76	2.90	3.58	1.32	3.70	1.32	3.22	3.66	3.33	3.26	3.75	2.50
LOWERING STATE TAX RATE	3.39	3.43	3.29	3.41	3.28	3.54	3.02	3.74	1.44	3.29	3.56	3.70	3.25	3.42	3.25	3.66	3.27	3.26	3.35	2.82	3.50
MEDICAL MARIJUANA	3.08	3.70	1.35	3.37	2.78	3.01	3.16	3.09	2.97	3.24	2.80	2.87	2.75	3.12	2.75	2.76	3.18	3.27	3.20	3.64	-
EXPAND MEDICAID PROGRAM	2.90	3.03	2.58	3.01	2.67	2.79	3.01	2.78	3.21	3.76	1.36	1.43	1.20	3.11	1.20	2.31	3.39	2.60	2.53	3.11	2.00
PARENTS SCHOOL CHOICE	2.86	2.75	3.03	2.98	2.69	3.69	1.37	3.06	2.20	2.76	2.95	3.08	2.79	2.87	2.79	3.17	2.67	2.83	2.85	2.50	4.00
LEGALIZE SPORTS BETTING	2.32	2.52	1.90	3.44	1.32	2.40	2.13	2.35	2.15	2.37	2.19	2.25	2.16	2.33	2.16	2.11	2.42	2.37	2.47	2.10	1.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
	Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94
MEDICAID BENEFIT COMBO	3.45	3.33	3.68	3.15	3.14	3.65	3.52	3.22	3.77	3.40	3.27	3.61	3.18	3.40	3.60	3.27
LOWERING STATE TAX RATE	3.39	3.62	3.02	3.42	3.69	3.46	3.07	3.64	3.19	3.16	3.82	3.30	3.47	3.83	3.33	3.33
MEDICAL MARIJUANA	3.08	2.74	3.27	3.13	2.77	3.11	3.41	2.69	3.40	3.29	3.18	3.07	3.25	3.00	3.07	3.21
EXPAND MEDICAID PROGRAM	2.90	2.49	3.47	2.19	2.17	3.33	3.00	2.33	3.52	2.71	2.20	3.33	2.35	2.40	3.31	2.69
PARENTS SCHOOL CHOICE	2.86	3.29	2.61	3.03	3.08	2.71	2.61	3.15	2.00	2.84	3.27	3.00	2.81	3.17	2.98	2.86
LEGALIZE SPORTS BETTING	2.32	2.27	2.46	2.69	1.97	2.39	2.00	2.10	2.29	2.43	2.20	2.49	2.24	1.80	2.49	2.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106	
MEDICAID BENEFIT COMBO	3.45	3.23	3.12	3.62	3.58	3.67	3.61	3.27	3.32	3.23	3.50	3.58	3.62	3.27	3.64	3.59	3.27	3.79	3.62	3.22	
LOWERING STATE TAX RATE	3.39	3.79	3.35	3.18	3.20	3.15	3.11	3.63	3.45	3.78	3.14	2.93	3.10	3.60	3.32	3.12	3.66	2.86	3.00	3.64	
MEDICAL MARIJUANA	3.08	2.75	2.68	3.45	3.40	3.50	3.24	2.83	2.92	2.75	2.88	3.63	3.10	2.89	3.35	3.39	2.79	3.73	3.21	2.82	
EXPAND MEDICAID PROGRAM	2.90	2.22	2.39	3.42	3.44	3.40	3.38	2.33	2.60	2.11	2.57	3.29	3.47	2.39	3.49	3.27	2.27	3.76	3.55	2.25	
PARENTS SCHOOL CHOICE	2.86	3.31	2.70	2.64	2.66	2.62	2.60	3.12	2.98	3.23	2.62	2.70	2.66	3.25	2.61	2.54	3.01	2.00	2.25	3.13	
LEGALIZE SPORTS BETTING	2.32	2.11	2.09	2.55	2.65	2.44	2.56	2.09	2.11	2.07	1.71	2.63	2.63	2.37	2.50	2.48	1.82	2.57	2.55	2.10	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
MEDICAID BENEFIT COMBO	3.45	3.53	3.60	3.42	3.51	3.62	3.62	3.21	3.67	3.38	3.51	3.44	3.44	3.46	3.46	3.42	3.42	3.50	3.34	3.54
LOWERING STATE TAX RATE	3.39	3.35	3.19	3.58	3.40	3.21	3.41	3.69	3.17	2.89	3.51	3.36	3.55	3.17	3.53	3.07	3.56	3.29	3.64	3.02
MEDICAL MARIJUANA	3.08	3.27	3.26	2.83	3.28	3.22	2.68	2.82	3.24	3.30	3.34	3.01	2.80	3.36	2.84	3.33	2.77	3.38	2.74	3.47
EXPAND MEDICAID PROGRAM	2.90	3.23	3.26	2.52	3.20	3.32	2.95	2.09	3.49	3.38	2.97	2.89	2.72	3.09	2.68	3.05	2.75	3.14	2.48	3.20
PARENTS SCHOOL CHOICE	2.86	3.06	2.85	3.07	3.02	2.83	3.10	3.22	2.53	3.20	2.94	2.84	2.92	2.70	3.04	2.80	2.85	2.58	2.98	2.37
LEGALIZE SPORTS BETTING	2.32	2.53	2.57	2.04	2.53	2.68	1.83	2.20	2.47	2.33	2.50	2.29	2.13	2.53	2.23	2.71	2.05	2.33	2.14	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
MEDICAID BENEFIT COMBO	3.45	3.59	3.37	3.64	3.40	3.47	3.45	3.46	3.47	3.49	3.43	3.44	3.46	3.55	3.44	3.66	3.47	3.47	3.47	3.48	3.44	
LOWERING STATE TAX RATE	3.39	3.40	3.32	3.34	3.35	3.40	3.25	3.39	3.02	3.41	3.41	3.45	3.07	3.29	3.36	3.18	3.39	3.51	3.25	3.49	3.14	
MEDICAL MARIJUANA	3.08	2.89	3.25	2.88	3.22	3.10	3.06	3.10	3.16	3.10	3.00	3.12	2.98	3.05	3.12	3.00	3.10	3.11	3.06	3.15	3.13	
EXPAND MEDICAID PROGRAM	2.90	3.09	2.98	3.27	3.02	2.82	3.13	2.88	3.08	2.75	3.16	2.72	3.18	3.02	3.10	3.31	3.13	2.92	2.91	3.05	2.75	
PARENTS SCHOOL CHOICE	2.86	2.82	3.05	2.68	3.17	2.79	2.75	2.82	2.84	2.76	2.70	2.80	2.41	2.77	3.02	2.81	2.97	2.97	2.73	2.83	3.04	
LEGALIZE SPORTS BETTING	2.32	2.11	2.67	2.20	2.61	2.43	2.24	2.58	2.43	2.30	2.10	2.44	1.91	2.41	2.50	2.43	2.49	2.29	2.38	2.40	2.60	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
MEDICAID BENEFIT COMBO	3.45	3.46	3.49	3.42	3.46	3.51	3.48	3.52	3.57	3.28	3.62	3.32	3.55	3.24	3.66	3.19	3.75	3.48	3.51	3.62	3.51
LOWERING STATE TAX RATE	3.39	3.52	3.37	3.56	3.25	3.44	3.26	3.44	3.22	3.54	3.23	3.42	3.17	3.66	3.27	3.57	3.16	3.49	3.29	3.38	3.32
MEDICAL MARIJUANA	3.08	3.08	3.00	3.17	2.99	3.04	3.17	2.97	3.22	2.72	3.40	2.71	3.55	2.74	3.30	2.67	3.52	2.84	3.29	2.79	3.25
EXPAND MEDICAID PROGRAM	2.90	2.83	3.05	2.63	2.97	3.23	2.82	3.36	2.91	2.43	3.35	2.50	3.26	2.37	3.40	2.26	3.56	2.82	3.18	3.14	3.20
PARENTS SCHOOL CHOICE	2.86	3.06	2.49	2.81	2.72	3.15	2.74	3.19	2.62	3.24	2.52	3.30	2.57	3.18	2.49	3.15	2.13	3.43	2.87	3.33	2.94
LEGALIZE SPORTS BETTING	2.32	2.21	2.16	2.15	2.37	2.45	2.41	2.47	2.42	2.08	2.52	2.28	2.70	1.90	2.38	2.04	2.45	2.17	2.58	2.23	2.55



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 11

	POSITION ON ABORTION																		
	POSITION ON ABORTION:									POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:			
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
MEDICAID BENEFIT COMBO	3.45	3.36	3.37	3.22	3.42	3.57	3.45	3.36	3.72	3.42	3.46	3.32	3.66	3.24	3.66	3.58	3.48	3.71	3.48
LOWERING STATE TAX RATE	3.39	3.55	3.59	3.70	3.47	3.22	3.42	2.83	3.26	3.57	3.13	3.53	3.30	3.58	3.16	3.49	3.29	3.39	3.33
MEDICAL MARIJUANA	3.08	2.71	2.23	2.68	2.88	3.47	3.53	3.60	3.40	2.71	3.52	2.71	3.44	2.68	3.52	2.78	3.42	2.76	3.37
EXPAND MEDICAID PROGRAM	2.90	2.51	2.33	2.60	2.54	3.30	2.97	3.04	3.56	2.59	3.15	2.45	3.40	2.22	3.48	3.00	3.11	3.29	3.14
PARENTS SCHOOL CHOICE	2.86	3.28	3.40	3.07	3.31	2.50	2.68	2.16	2.53	3.36	2.64	3.21	2.41	3.22	2.12	3.39	2.93	3.31	3.00
LEGALIZE SPORTS BETTING	2.32	2.12	2.00	2.24	2.12	2.53	2.38	2.32	2.70	2.19	2.83	2.06	2.28	2.07	2.41	2.23	2.67	2.32	2.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
MEDICAID BENEFIT COMBO	3.45	3.41	3.51	3.55	3.00	4.00	3.17	3.44	3.43	3.47	2.80	4.00	3.67	3.38	3.57	3.61	3.50	4.00	2.67
LOWERING STATE TAX RATE	3.39	3.40	3.37	3.36	3.43	1.00	4.00	3.42	3.18	3.11	3.80	1.00	4.00	3.39	3.54	3.55	2.50	-	4.00
MEDICAL MARIJUANA	3.08	3.04	3.11	3.08	3.43	4.00	3.00	2.94	3.25	3.21	3.20	4.00	4.00	3.12	2.99	2.98	4.00	-	2.33
EXPAND MEDICAID PROGRAM	2.90	2.75	3.08	3.20	2.57	4.00	1.33	2.76	2.98	3.15	2.20	4.00	1.33	2.74	3.16	3.24	3.50	-	1.33
PARENTS SCHOOL CHOICE	2.86	2.76	2.99	2.97	2.50	4.00	3.50	3.02	2.82	2.81	2.50	4.00	3.00	2.57	3.12	3.08	2.50	4.00	4.00
LEGALIZE SPORTS BETTING	2.32	2.25	2.42	2.44	2.57	3.00	1.80	2.39	2.57	2.54	2.80	3.00	2.50	2.12	2.29	2.36	2.00	-	1.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
MEDICAID BENEFIT COMBO	3.45	3.75	3.49	3.33	3.29	3.58	3.61	3.41	3.46	3.45	3.41	3.58	3.50	3.43	3.45	3.44	3.38	3.68
LOWERING STATE TAX RATE	3.39	3.17	3.59	3.56	3.23	3.41	3.40	3.40	3.48	3.33	3.39	3.41	3.47	3.28	3.52	3.13	3.31	3.37
MEDICAL MARIJUANA	3.08	3.38	2.94	3.23	3.20	2.81	3.15	3.06	3.19	2.98	3.19	2.81	3.38	3.01	3.24	2.95	3.21	2.75
EXPAND MEDICAID PROGRAM	2.90	3.03	2.94	2.93	2.81	2.90	2.98	2.88	2.96	2.86	2.91	2.90	2.78	2.90	2.82	2.92	2.84	2.97
PARENTS SCHOOL CHOICE	2.86	3.14	2.92	2.88	2.87	2.70	3.02	2.81	2.95	2.78	2.92	2.70	2.89	2.94	3.08	2.76	3.01	2.68
LEGALIZE SPORTS BETTING	2.32	2.73	2.66	2.35	2.21	2.04	2.69	2.20	2.52	2.12	2.42	2.04	3.00	2.31	2.68	2.25	2.56	2.21

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
MEDICAID BENEFIT COMBO	3.45	3.69	3.39	3.47	3.46	3.43	3.53	3.44	3.46	3.57	3.55	3.24	3.58	3.33	3.34	3.39	3.49
LOWERING STATE TAX RATE	3.39	3.35	3.50	3.44	3.48	3.47	3.44	3.31	3.46	3.28	3.53	3.37	3.28	3.32	3.48	3.40	3.41
MEDICAL MARIJUANA	3.08	2.97	3.10	3.14	3.00	3.17	2.84	3.08	3.07	2.87	3.29	3.07	3.34	3.08	2.97	3.30	2.99
EXPAND MEDICAID PROGRAM	2.90	3.13	2.87	3.07	2.81	2.96	2.86	2.86	2.93	3.05	3.03	2.61	3.10	2.83	3.00	2.60	2.92
PARENTS SCHOOL CHOICE	2.86	3.11	2.71	2.84	2.78	2.85	2.71	2.93	2.81	2.84	2.92	2.82	3.04	3.26	2.62	3.03	2.73
LEGALIZE SPORTS BETTING	2.32	2.45	2.10	2.38	2.01	2.30	1.92	2.47	2.19	2.35	2.30	2.31	2.55	2.34	2.33	2.48	2.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

Support/Oppose - SUMMARY MEANS:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR							
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
MEDICAID BENEFIT COMBO	3.45	3.37	3.39	3.59	3.55	3.50	3.11	3.43	3.32	4.00	4.00	3.53	2.50	3.69	
LOWERING STATE TAX RATE	3.39	3.37	3.65	3.41	3.18	3.21	3.19	3.43	3.63	2.50	3.00	3.09	2.50	3.22	
MEDICAL MARIJUANA	3.08	3.08	2.96	3.18	3.39	2.79	3.04	3.38	3.47	3.00	4.00	3.50	3.00	3.58	
EXPAND MEDICAID PROGRAM	2.90	2.88	2.79	3.05	3.22	2.62	2.48	2.14	2.00	3.00	4.00	3.43	3.00	3.50	
PARENTS SCHOOL CHOICE	2.86	3.07	2.88	2.61	2.73	2.73	3.19	2.86	3.11	1.33	2.00	2.20	1.00	2.38	
LEGALIZE SPORTS BETTING	2.32	2.44	2.43	2.23	2.41	1.83	2.61	2.17	2.20	2.00	4.00	2.18	1.50	2.33	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
REPUBLICAN	30.7%	32.2%	21.7%	34.1%	32.0%	22.7%	25.0%	16.7%	65.6%	65.9%	50.0%	2.0%	2.1%	-	13.6%
DEMOCRATIC	46.7%	46.1%	50.0%	45.5%	44.5%	59.1%	59.4%	58.3%	7.6%	7.0%	50.0%	83.0%	84.5%	40.0%	36.4%
INDEPENDENT/OTHER/DK	22.7%	21.7%	28.3%	20.5%	23.4%	18.2%	15.6%	25.0%	26.7%	27.1%	-	15.0%	13.4%	60.0%	50.0%
Independent	18.0%	17.1%	23.3%	15.9%	19.1%	11.4%	6.2%	25.0%	21.4%	21.7%	-	12.2%	12.0%	20.0%	36.4%
Other	4.0%	4.6%	3.3%	3.4%	3.5%	6.8%	9.4%	-	3.8%	3.9%	-	2.7%	1.4%	40.0%	13.6%
DK/Refused	0.7%	-	1.7%	1.1%	0.8%	-	-	-	1.5%	1.6%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
REPUBLICAN	30.7%	44.2%	9.3%	29.3%	25.6%	25.0%	26.3%	39.2%	28.0%	60.5%	15.8%	30.3%	24.2%	11.7%	48.0%	30.0%	36.3%	57.1%	25.0%	31.2%	35.0%
DEMOCRATIC	46.7%	32.7%	62.8%	46.7%	56.4%	70.0%	57.9%	32.9%	48.9%	16.3%	73.7%	44.9%	53.0%	74.0%	26.0%	38.3%	41.6%	28.6%	50.0%	59.4%	42.7%
INDEPENDENT/OTHER/DK	22.7%	23.1%	27.9%	24.0%	17.9%	5.0%	15.8%	27.8%	23.1%	23.3%	10.5%	24.7%	22.8%	14.3%	26.0%	31.7%	22.1%	14.3%	25.0%	9.4%	22.2%
Independent	18.0%	18.3%	23.3%	18.7%	14.1%	5.0%	10.5%	21.5%	18.7%	16.3%	10.5%	21.3%	17.4%	10.4%	22.0%	23.3%	18.6%	14.3%	25.0%	6.2%	17.1%
Other	4.0%	3.8%	4.7%	4.0%	3.8%	-	5.3%	3.8%	4.4%	4.7%	-	2.2%	5.4%	3.9%	2.0%	6.7%	3.5%	-	-	3.1%	3.4%
DK/Refused	0.7%	1.0%	-	1.3%	-	-	-	2.5%	-	2.3%	-	1.1%	-	-	2.0%	1.7%	-	-	-	-	1.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
REPUBLICAN	30.7%	44.4%	66.7%	45.2%	34.4%	53.5%	6.2%	34.2%	19.4%	-	-	20.0%	64.7%	66.2%	-	0.7%	0.7%	-	4.8%
DEMOCRATIC	46.7%	33.3%	33.3%	33.3%	41.4%	20.2%	79.2%	48.1%	52.8%	81.8%	64.7%	50.0%	9.4%	8.8%	33.3%	80.0%	79.7%	100.0%	71.4%
INDEPENDENT/OTHER/DK	22.7%	22.2%	-	21.4%	24.2%	26.3%	14.6%	17.7%	27.8%	18.2%	35.3%	30.0%	25.9%	25.0%	66.7%	19.3%	19.6%	-	23.8%
Independent	18.0%	22.2%	-	16.7%	19.5%	23.2%	12.5%	11.4%	19.4%	-	35.3%	30.0%	20.9%	20.6%	33.3%	15.7%	15.9%	-	14.3%
Other	4.0%	-	-	2.4%	3.1%	3.0%	2.1%	3.8%	8.3%	18.2%	-	-	3.6%	3.7%	-	3.6%	3.6%	-	9.5%
DK/Refused	0.7%	-	-	2.4%	1.6%	-	-	2.5%	-	-	-	-	1.4%	0.7%	33.3%	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
REPUBLICAN	30.7%	57.0%	57.2%	50.0%	1.8%	1.8%	-	11.4%	54.8%	68.9%	71.2%	37.5%	0.8%	0.9%	-	16.7%	13.5%	72.2%	70.5%	12.9%	-		
DEMOCRATIC	46.7%	17.9%	17.2%	33.3%	82.5%	84.5%	25.0%	54.3%	19.0%	5.9%	4.5%	25.0%	82.5%	83.8%	33.3%	54.2%	56.8%	2.8%	6.2%	54.8%	81.2%		
INDEPENDENT/OTHER/DK	22.7%	25.2%	25.5%	16.7%	15.8%	13.6%	75.0%	34.3%	26.2%	25.2%	24.3%	37.5%	16.7%	15.4%	66.7%	29.2%	29.7%	25.0%	23.2%	32.3%	18.8%		
Independent	18.0%	21.2%	21.4%	16.7%	13.2%	10.9%	75.0%	20.0%	21.4%	20.2%	18.9%	37.5%	14.2%	12.8%	66.7%	20.8%	21.6%	16.7%	17.9%	32.3%	6.2%		
Other	4.0%	2.6%	2.8%	-	2.6%	2.7%	-	14.3%	3.6%	3.4%	3.6%	-	2.5%	2.6%	-	8.3%	8.1%	5.6%	3.6%	-	12.5%		
DK/Refused	0.7%	1.3%	1.4%	-	-	-	-	-	1.2%	1.7%	1.8%	-	-	-	-	-	-	2.8%	1.8%	-	-		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
REPUBLICAN	30.7%	25.4%	40.5%	24.3%	33.8%	34.3%	22.7%	35.0%	14.6%	19.8%	46.5%	49.4%	41.9%	29.1%	41.9%	100.0%	-	-	-	-	-
DEMOCRATIC	46.7%	50.2%	43.2%	52.2%	41.5%	42.3%	53.6%	44.0%	53.7%	62.6%	23.8%	19.3%	29.0%	49.1%	29.0%	-	100.0%	-	-	-	-
INDEPENDENT/OTHER/DK	22.7%	24.4%	16.2%	23.5%	24.6%	23.4%	23.7%	20.9%	31.7%	17.6%	29.7%	31.3%	29.0%	21.9%	29.0%	-	-	100.0%	100.0%	100.0%	100.0%
Independent	18.0%	19.0%	16.2%	20.0%	18.5%	19.4%	18.6%	17.5%	19.5%	13.7%	25.7%	24.1%	25.8%	17.0%	25.8%	-	-	79.4%	100.0%	-	-
Other	4.0%	5.4%	-	3.5%	4.6%	2.9%	5.2%	2.6%	12.2%	3.3%	3.0%	7.2%	-	4.5%	-	-	-	17.6%	-	100.0%	-
DK/Refused	0.7%	-	-	-	1.5%	1.1%	-	0.9%	-	0.5%	1.0%	-	3.2%	0.4%	3.2%	-	-	2.9%	-	-	100.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT- TER	TRADIT- IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
REPUBLICAN	30.7%	100.0%	100.0%	2.2%	2.1%	2.4%	5.0%	60.4%	51.6%	68.0%	-	-	3.1%	59.4%	3.4%	7.1%	61.3%	6.1%	8.3%	68.9%
DEMOCRATIC	46.7%	-	-	83.3%	85.4%	81.0%	60.0%	15.8%	20.3%	12.0%	100.0%	90.3%	68.8%	6.2%	79.7%	50.0%	24.0%	63.6%	50.0%	7.5%
INDEPENDENT/OTHER/DK	22.7%	-	-	14.4%	12.5%	16.7%	35.0%	23.7%	28.1%	20.0%	-	9.7%	28.1%	34.4%	16.9%	42.9%	14.7%	30.3%	41.7%	23.6%
Independent	18.0%	-	-	11.1%	8.3%	14.3%	28.3%	18.7%	23.4%	14.7%	-	6.5%	25.0%	28.1%	13.6%	32.1%	10.7%	24.2%	37.5%	18.9%
Other	4.0%	-	-	3.3%	4.2%	2.4%	6.7%	3.6%	3.1%	4.0%	-	3.2%	3.1%	3.1%	3.4%	10.7%	4.0%	6.1%	4.2%	2.8%
DK/Refused	0.7%	-	-	-	-	-	-	1.4%	1.6%	1.3%	-	-	-	3.1%	-	-	-	-	-	1.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
REPUBLICAN	30.7%	-	2.8%	34.4%	-	-	27.3%	70.0%	0.7%	20.0%	28.4%	31.1%	41.4%	19.0%	43.3%	19.0%	40.2%	19.0%	59.6%	30.6%
DEMOCRATIC	46.7%	94.7%	66.7%	40.6%	94.5%	72.7%	59.1%	8.3%	80.8%	30.0%	44.8%	46.9%	38.8%	56.2%	28.3%	58.7%	45.7%	53.4%	18.1%	38.7%
INDEPENDENT/OTHER/DK	22.7%	5.3%	30.6%	25.0%	5.5%	27.3%	13.6%	21.7%	18.5%	50.0%	26.9%	21.9%	19.7%	24.8%	28.3%	22.2%	14.1%	27.6%	22.3%	30.6%
Independent	18.0%	3.5%	22.2%	18.8%	3.6%	21.2%	9.1%	17.5%	14.6%	50.0%	22.4%	17.1%	14.5%	19.8%	23.3%	17.5%	8.7%	22.4%	17.0%	25.8%
Other	4.0%	1.8%	8.3%	6.2%	1.8%	6.1%	4.5%	3.3%	4.0%	-	3.0%	4.4%	3.9%	5.0%	1.7%	4.8%	5.4%	5.2%	3.2%	4.8%
DK/Refused	0.7%	-	-	-	-	-	-	0.8%	-	-	1.5%	0.4%	1.3%	-	3.3%	-	-	-	2.1%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
<b>Total</b>	<b>300</b>	<b>58</b>	<b>59</b>	<b>52</b>	<b>52</b>	<b>134</b>	<b>126</b>	<b>64</b>	<b>50</b>	<b>70</b>	<b>76</b>	<b>92</b>	<b>53</b>	<b>42</b>	<b>73</b>	<b>34</b>	<b>68</b>	<b>163</b>	<b>130</b>	<b>69</b>	<b>60</b>
<b>REPUBLICAN</b>	<b>30.7%</b>	<b>12.1%</b>	<b>6.8%</b>	<b>7.7%</b>	<b>3.8%</b>	<b>41.8%</b>	<b>17.5%</b>	<b>40.6%</b>	<b>16.0%</b>	<b>42.9%</b>	<b>18.4%</b>	<b>52.2%</b>	<b>35.8%</b>	<b>19.0%</b>	<b>4.1%</b>	<b>14.7%</b>	<b>1.5%</b>	<b>30.7%</b>	<b>31.5%</b>	<b>27.5%</b>	<b>33.3%</b>
<b>DEMOCRATIC</b>	<b>46.7%</b>	<b>72.4%</b>	<b>74.6%</b>	<b>80.8%</b>	<b>80.8%</b>	<b>34.3%</b>	<b>65.9%</b>	<b>32.8%</b>	<b>66.0%</b>	<b>35.7%</b>	<b>65.8%</b>	<b>22.8%</b>	<b>39.6%</b>	<b>59.5%</b>	<b>84.9%</b>	<b>73.5%</b>	<b>88.2%</b>	<b>47.2%</b>	<b>46.2%</b>	<b>46.4%</b>	<b>41.7%</b>
<b>INDEPENDENT/OTHER/DK</b>	<b>22.7%</b>	<b>15.5%</b>	<b>18.6%</b>	<b>11.5%</b>	<b>15.4%</b>	<b>23.9%</b>	<b>16.7%</b>	<b>26.6%</b>	<b>18.0%</b>	<b>21.4%</b>	<b>15.8%</b>	<b>25.0%</b>	<b>24.5%</b>	<b>21.4%</b>	<b>11.0%</b>	<b>11.8%</b>	<b>10.3%</b>	<b>22.1%</b>	<b>22.3%</b>	<b>26.1%</b>	<b>25.0%</b>
<b>Independent</b>	<b>18.0%</b>	<b>10.3%</b>	<b>13.6%</b>	<b>7.7%</b>	<b>11.5%</b>	<b>21.6%</b>	<b>12.7%</b>	<b>26.6%</b>	<b>12.0%</b>	<b>17.1%</b>	<b>13.2%</b>	<b>22.8%</b>	<b>18.9%</b>	<b>19.0%</b>	<b>8.2%</b>	<b>11.8%</b>	<b>7.4%</b>	<b>17.2%</b>	<b>17.7%</b>	<b>21.7%</b>	<b>20.0%</b>
<b>Other</b>	<b>4.0%</b>	<b>5.2%</b>	<b>5.1%</b>	<b>3.8%</b>	<b>3.8%</b>	<b>2.2%</b>	<b>4.0%</b>	<b>-</b>	<b>6.0%</b>	<b>4.3%</b>	<b>2.6%</b>	<b>2.2%</b>	<b>5.7%</b>	<b>2.4%</b>	<b>2.7%</b>	<b>-</b>	<b>2.9%</b>	<b>4.3%</b>	<b>3.8%</b>	<b>2.9%</b>	<b>3.3%</b>
<b>DK/Refused</b>	<b>0.7%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.6%</b>	<b>0.8%</b>	<b>1.4%</b>	<b>1.7%</b>

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
<b>Total</b>	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
<b>REPUBLICAN</b>	30.7%	33.0%	30.0%	54.1%	41.2%	5.1%	16.0%	1.4%	11.4%	52.2%	10.9%	50.8%	9.1%	53.4%	12.0%	64.2%	23.8%	24.4%	-	13.3%	-
<b>DEMOCRATIC</b>	46.7%	47.9%	50.0%	20.0%	31.2%	76.9%	70.0%	85.5%	77.3%	25.0%	68.8%	19.0%	70.9%	30.1%	67.5%	9.5%	52.4%	61.0%	82.7%	80.0%	85.9%
<b>INDEPENDENT/OTHER/DK</b>	22.7%	19.1%	20.0%	25.9%	27.5%	17.9%	14.0%	13.0%	11.4%	22.8%	20.3%	30.2%	20.0%	16.4%	20.5%	26.3%	23.8%	14.6%	17.3%	6.7%	14.1%
<b>Independent</b>	18.0%	13.8%	15.7%	20.0%	23.8%	14.1%	8.0%	10.1%	6.8%	18.4%	15.9%	23.8%	16.4%	13.7%	15.7%	21.1%	19.0%	12.2%	13.3%	6.7%	11.3%
<b>Other</b>	4.0%	5.3%	4.3%	4.7%	2.5%	3.8%	6.0%	2.9%	4.5%	2.9%	4.3%	3.2%	3.6%	2.7%	4.8%	3.2%	4.8%	2.4%	4.0%	-	2.8%
<b>DK/Refused</b>	0.7%	-	-	1.2%	1.2%	-	-	-	-	1.5%	-	3.2%	-	-	-	2.1%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
REPUBLICAN	30.7%	48.2%	46.7%	62.5%	42.7%	14.0%	30.0%	4.0%	8.5%	48.3%	14.0%	48.1%	13.9%	64.8%	25.4%	18.4%	1.5%	10.3%	-	
DEMOCRATIC	46.7%	30.7%	26.7%	28.1%	33.3%	61.8%	47.5%	60.0%	70.4%	25.0%	59.6%	35.1%	63.3%	9.1%	46.5%	69.4%	78.5%	84.6%	83.3%	
INDEPENDENT/OTHER/DK	22.7%	21.2%	26.7%	9.4%	24.0%	24.3%	22.5%	36.0%	21.1%	26.7%	26.3%	16.9%	22.8%	26.1%	28.2%	12.2%	20.0%	5.1%	16.7%	
Independent	18.0%	17.5%	20.0%	9.4%	20.0%	19.1%	17.5%	24.0%	18.3%	21.7%	21.1%	14.3%	17.7%	21.6%	22.5%	10.2%	15.4%	5.1%	13.3%	
Other	4.0%	2.2%	3.3%	-	2.7%	5.1%	5.0%	12.0%	2.8%	1.7%	5.3%	2.6%	5.1%	2.3%	5.6%	2.0%	4.6%	-	3.3%	
DK/Refused	0.7%	1.5%	3.3%	-	1.3%	-	-	-	-	3.3%	-	-	-	2.3%	-	-	-	-	-	





DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
REPUBLICAN	30.7%	21.9%	25.6%	25.7%	27.5%	42.4%	23.9%	32.5%	24.8%	35.7%	25.7%	42.4%	32.3%	29.0%	28.4%	31.2%	25.3%	43.8%
DEMOCRATIC	46.7%	37.5%	51.3%	54.1%	46.4%	42.4%	45.1%	47.4%	49.7%	44.2%	48.6%	42.4%	32.3%	47.0%	41.8%	45.3%	44.4%	40.6%
INDEPENDENT/OTHER/DK	22.7%	40.6%	23.1%	20.3%	26.1%	15.3%	31.0%	20.2%	25.5%	20.1%	25.7%	15.3%	35.5%	24.0%	29.9%	23.4%	30.3%	15.6%
Independent	18.0%	34.4%	17.9%	16.2%	23.2%	9.4%	25.4%	15.8%	20.7%	15.6%	21.5%	9.4%	29.0%	20.0%	25.4%	18.8%	25.3%	12.5%
Other	4.0%	6.2%	2.6%	4.1%	1.4%	5.9%	4.2%	3.9%	4.1%	3.9%	3.3%	5.9%	3.2%	3.0%	3.0%	3.1%	3.0%	3.1%
DK/Refused	0.7%	-	2.6%	-	1.4%	-	1.4%	0.4%	0.7%	0.6%	0.9%	-	3.2%	1.0%	1.5%	1.6%	2.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
REPUBLICAN	30.7%	17.5%	35.2%	21.8%	38.9%	26.1%	41.5%	30.3%	31.0%	38.0%	32.0%	22.0%	25.0%	21.4%	40.6%	38.2%	30.6%
DEMOCRATIC	46.7%	55.0%	47.7%	56.4%	43.3%	52.2%	43.4%	43.2%	49.4%	51.0%	45.0%	44.0%	53.1%	54.8%	40.6%	32.4%	47.5%
INDEPENDENT/OTHER/DK	22.7%	27.5%	17.2%	21.8%	17.8%	21.7%	15.1%	26.5%	19.6%	11.0%	23.0%	34.0%	21.9%	23.8%	18.8%	29.4%	21.9%
Independent	18.0%	22.5%	12.5%	16.7%	13.3%	18.3%	7.5%	22.0%	14.9%	8.0%	20.0%	26.0%	18.8%	19.0%	15.6%	29.4%	15.6%
Other	4.0%	5.0%	4.7%	5.1%	4.4%	3.5%	7.5%	3.0%	4.8%	3.0%	3.0%	6.0%	3.1%	2.4%	3.1%	-	5.6%
DK/Refused	0.7%	-	-	-	-	-	-	1.5%	-	-	-	2.0%	-	2.4%	-	-	0.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

17. With which political party are you registered?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
REPUBLICAN	30.7%	29.3%	29.1%	31.2%	30.0%	37.1%	-	-	-	-	-	-	-	-	
DEMOCRATIC	46.7%	46.6%	45.5%	54.7%	43.3%	37.1%	-	-	-	-	-	-	-	-	
INDEPENDENT/OTHER/DK	22.7%	24.1%	25.5%	14.1%	26.7%	25.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Independent	18.0%	20.7%	23.6%	10.9%	20.0%	11.4%	85.7%	75.0%	75.0%	75.0%	100.0%	73.3%	100.0%	69.2%	
Other	4.0%	2.6%	1.8%	3.1%	6.7%	11.4%	10.7%	20.8%	20.0%	25.0%	-	26.7%	-	30.8%	
DK/Refused	0.7%	0.9%	-	-	-	2.9%	3.6%	4.2%	5.0%	-	-	-	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total Answering	92	49	13	30	82	10	8	2	86	85	1	3	3	-	3
SUPPORTER OF TRUMP	66.3%	63.3%	69.2%	70.0%	67.1%	60.0%	62.5%	50.0%	67.4%	68.2%	-	66.7%	66.7%	-	33.3%
TRADITIONAL REPUB. PARTY	28.3%	34.7%	15.4%	23.3%	26.8%	40.0%	37.5%	50.0%	27.9%	28.2%	-	33.3%	33.3%	-	33.3%
DK/REFUSED	5.4%	2.0%	15.4%	6.7%	6.1%	-	-	-	4.7%	3.5%	100.0%	-	-	-	33.3%
Net Diff.	38.0%	28.6%	53.8%	46.7%	40.2%	20.0%	25.0%	-	39.5%	40.0%	-	33.3%	33.3%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total Answering	92	46	4	22	20	5	5	31	51	26	3	27	36	9	24	18	41	4	1	10	41
SUPPORTER OF TRUMP	66.3%	67.4%	100.0%	59.1%	65.0%	80.0%	60.0%	74.2%	60.8%	69.2%	66.7%	77.8%	55.6%	33.3%	70.8%	66.7%	70.7%	75.0%	100.0%	70.0%	73.2%
TRADITIONAL REPUB. PARTY	28.3%	26.1%	-	36.4%	30.0%	20.0%	-	22.6%	35.3%	26.9%	-	18.5%	38.9%	66.7%	20.8%	27.8%	24.4%	25.0%	-	10.0%	19.5%
DK/REFUSED	5.4%	6.5%	-	4.5%	5.0%	-	40.0%	3.2%	3.9%	3.8%	33.3%	3.7%	5.6%	-	8.3%	5.6%	4.9%	-	-	20.0%	7.3%
Net Diff.	38.0%	41.3%	100.0%	22.7%	35.0%	60.0%	60.0%	51.6%	25.5%	42.3%	66.7%	59.3%	16.7%	-33.3%	50.0%	38.9%	46.3%	50.0%	100.0%	60.0%	53.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total Answering	92	4	2	19	44	53	3	27	7	-	-	2	90	90	-	1	1	-	1
SUPPORTER OF TRUMP	66.3%	25.0%	50.0%	57.9%	68.2%	69.8%	33.3%	55.6%	85.7%	-	-	100.0%	67.8%	67.8%	-	-	-	-	-
TRADITIONAL REPUB. PARTY	28.3%	75.0%	-	31.6%	25.0%	24.5%	33.3%	40.7%	14.3%	-	-	-	26.7%	26.7%	-	100.0%	100.0%	-	100.0%
DK/REFUSED	5.4%	-	50.0%	10.5%	6.8%	5.7%	33.3%	3.7%	-	-	-	-	5.6%	5.6%	-	-	-	-	-
Net Diff.	38.0%	-50.0%	50.0%	26.3%	43.2%	45.3%	-	14.8%	71.4%	-	-	100.0%	41.1%	41.1%	-	-100%	-100%	-	-100%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...

1. More of a supporter of Donald Trump.
2. More of a supporter of the traditional Republican Party.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total Answering	92	86	83	3	2	2	-	4	46	82	79	3	1	1	-	4	5	26	79	4	-
SUPPORTER OF TRUMP	66.3%	65.1%	65.1%	66.7%	100.0%	100.0%	-	75.0%	67.4%	68.3%	69.6%	33.3%	-	-	-	50.0%	60.0%	69.2%	67.1%	25.0%	-
TRADITIONAL REPUB. PARTY	28.3%	30.2%	30.1%	33.3%	-	-	-	-	26.1%	29.3%	27.8%	66.7%	100.0%	100.0%	-	-	20.0%	26.9%	30.4%	50.0%	-
DK/REFUSED	5.4%	4.7%	4.8%	-	-	-	-	25.0%	6.5%	2.4%	2.5%	-	-	-	-	50.0%	20.0%	3.8%	2.5%	25.0%	-
Net Diff.	38.0%	34.9%	34.9%	33.3%	100.0%	100.0%	-	75.0%	41.3%	39.0%	41.8%	-33.3%	-100%	-100%	-	50.0%	40.0%	42.3%	36.7%	-25.0%	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 5

	TOTAL															REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRM IF REQUIRED		EXPAND MEDICAID				REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total Answering	92	52	30	28	44	60	22	82	6	36	47	41	13	77	13	92	-	-	-	-	-	
SUPPORTER OF TRUMP	66.3%	65.4%	70.0%	64.3%	65.9%	76.7%	54.5%	68.3%	33.3%	61.1%	70.2%	73.2%	61.5%	67.5%	61.5%	66.3%	-	-	-	-	-	
TRADITIONAL REPUB. PARTY	28.3%	26.9%	26.7%	28.6%	31.8%	16.7%	45.5%	26.8%	66.7%	30.6%	25.5%	24.4%	30.8%	27.3%	30.8%	28.3%	-	-	-	-	-	
DK/REFUSED	5.4%	7.7%	3.3%	7.1%	2.3%	6.7%	-	4.9%	-	8.3%	4.3%	2.4%	7.7%	5.2%	7.7%	5.4%	-	-	-	-	-	
Net Diff.	38.0%	38.5%	43.3%	35.7%	34.1%	60.0%	9.1%	41.5%	-33.3%	30.6%	44.7%	48.8%	30.8%	40.3%	30.8%	38.0%	-	-	-	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK		
	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
	Total Answering	92	40	-	52	-	-	80	-	-	12	-	-	6	-
SUPPORTER OF TRUMP	66.3%	65.0%	-	67.3%	-	-	67.5%	-	-	58.3%	-	-	50.0%	-	-
TRADITIONAL REPUB. PARTY	28.3%	30.0%	-	26.9%	-	-	27.5%	-	-	33.3%	-	-	33.3%	-	-
DK/REFUSED	5.4%	5.0%	-	5.8%	-	-	5.0%	-	-	8.3%	-	-	16.7%	-	-
Net Diff.	38.0%	35.0%	-	40.4%	-	-	40.0%	-	-	25.0%	-	-	16.7%	-	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE		IDEOLOGY: WHITE				
		TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total Answering	92	61	26	2	1	1	3	84	33	51	-	-	1	38	2	2	46	2	2	73
SUPPORTER OF TRUMP	66.3%	100.0%	-	50.0%	-	100.0%	66.7%	67.9%	57.6%	74.5%	-	-	100.0%	65.8%	50.0%	50.0%	69.6%	50.0%	50.0%	69.9%
TRADITIONAL REPUB. PARTY	28.3%	-	100.0%	50.0%	100.0%	-	33.3%	27.4%	36.4%	21.6%	-	-	-	28.9%	50.0%	50.0%	26.1%	50.0%	50.0%	26.0%
DK/REFUSED	5.4%	-	-	-	-	-	-	4.8%	6.1%	3.9%	-	-	-	5.3%	-	-	4.3%	-	-	4.1%
Net Diff.	38.0%	100.0%	-100%	-	-100%	100.0%	33.3%	40.5%	21.2%	52.9%	-	-	100.0%	36.8%	-	-	43.5%	-	-	43.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...

1. More of a supporter of Donald Trump.
2. More of a supporter of the traditional Republican Party.

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD	EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	92	-	1	11	-	-	6	84	1	2	19	71	63	23	26	12	37	11	56	19
SUPPORTER OF TRUMP	66.3%	-	100.0%	54.5%	-	-	50.0%	69.0%	100.0%	50.0%	78.9%	64.8%	69.8%	56.5%	65.4%	58.3%	73.0%	54.5%	69.6%	63.2%
TRADITIONAL REPUB. PARTY	28.3%	-	-	36.4%	-	-	33.3%	28.6%	-	-	15.8%	31.0%	28.6%	30.4%	34.6%	25.0%	24.3%	36.4%	28.6%	26.3%
DK/REFUSED	5.4%	-	-	9.1%	-	-	16.7%	2.4%	-	50.0%	5.3%	4.2%	1.6%	13.0%	-	16.7%	2.7%	9.1%	1.8%	10.5%
Net Diff.	38.0%	-	100.0%	18.2%	-	-	16.7%	40.5%	100.0%	50.0%	63.2%	33.8%	41.3%	26.1%	30.8%	33.3%	48.6%	18.2%	41.1%	36.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total Answering	92	7	4	4	2	56	22	26	8	30	14	48	19	8	3	5	1	50	41	19	20	
SUPPORTER OF TRUMP	66.3%	71.4%	25.0%	75.0%	-	67.9%	59.1%	65.4%	50.0%	70.0%	64.3%	70.8%	57.9%	50.0%	66.7%	40.0%	100.0%	70.0%	63.4%	78.9%	55.0%	
TRADITIONAL REPUB. PARTY	28.3%	28.6%	50.0%	25.0%	50.0%	26.8%	40.9%	30.8%	50.0%	23.3%	35.7%	25.0%	42.1%	37.5%	33.3%	40.0%	-	24.0%	31.7%	21.1%	35.0%	
DK/REFUSED	5.4%	-	25.0%	-	50.0%	5.4%	-	3.8%	-	6.7%	-	4.2%	-	12.5%	-	20.0%	-	6.0%	4.9%	-	10.0%	
Net Diff.	38.0%	42.9%	-25.0%	50.0%	-50.0%	41.1%	18.2%	34.6%	-	46.7%	28.6%	45.8%	15.8%	12.5%	33.3%	-	100.0%	46.0%	31.7%	57.9%	20.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.			
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE		
Total Answering	92	31	21	46	33	4	8	1	5	71	15	32	5	39	10	61	15	10	-	4	-
SUPPORTER OF TRUMP	66.3%	64.5%	71.4%	69.6%	66.7%	75.0%	50.0%	100.0%	40.0%	76.1%	40.0%	75.0%	40.0%	76.9%	40.0%	77.0%	40.0%	70.0%	-	75.0%	-
TRADITIONAL REPUB. PARTY	28.3%	25.8%	28.6%	23.9%	30.3%	25.0%	37.5%	-	40.0%	21.1%	46.7%	21.9%	40.0%	20.5%	50.0%	21.3%	46.7%	20.0%	-	-	-
DK/REFUSED	5.4%	9.7%	-	6.5%	3.0%	-	12.5%	-	20.0%	2.8%	13.3%	3.1%	20.0%	2.6%	10.0%	1.6%	13.3%	10.0%	-	25.0%	-
Net Diff.	38.0%	38.7%	42.9%	45.7%	36.4%	50.0%	12.5%	100.0%	-	54.9%	-6.7%	53.1%	-	56.4%	-10.0%	55.7%	-6.7%	50.0%	-	75.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...

1. More of a supporter of Donald Trump.
2. More of a supporter of the traditional Republican Party.

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total Answering	92	66	14	20	32	19	12	1	6	29	8	37	11	57	18	9	1	4	-
SUPPORTER OF TRUMP	66.3%	75.8%	78.6%	80.0%	71.9%	47.4%	41.7%	100.0%	50.0%	72.4%	50.0%	78.4%	45.5%	77.2%	44.4%	66.7%	100.0%	75.0%	-
TRADITIONAL REPUB. PARTY	28.3%	22.7%	21.4%	20.0%	25.0%	42.1%	41.7%	-	50.0%	24.1%	37.5%	21.6%	45.5%	22.8%	44.4%	22.2%	-	-	-
DK/REFUSED	5.4%	1.5%	-	-	3.1%	10.5%	16.7%	-	-	3.4%	12.5%	-	9.1%	-	11.1%	11.1%	-	25.0%	-
Net Diff.	38.0%	53.0%	57.1%	60.0%	46.9%	5.3%	-	100.0%	-	48.3%	12.5%	56.8%	-	54.4%	-	44.4%	100.0%	75.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	
Total Answering	92	80	12	6	4	1	1	35	5	2	3	-	-	45	7	4	1	1	1
SUPPORTER OF TRUMP	66.3%	67.5%	58.3%	50.0%	50.0%	100.0%	100.0%	71.4%	20.0%	-	33.3%	-	-	64.4%	85.7%	75.0%	100.0%	100.0%	100.0%
TRADITIONAL REPUB. PARTY	28.3%	27.5%	33.3%	33.3%	50.0%	-	-	25.7%	60.0%	50.0%	66.7%	-	-	28.9%	14.3%	25.0%	-	-	-
DK/REFUSED	5.4%	5.0%	8.3%	16.7%	-	-	-	2.9%	20.0%	50.0%	-	-	-	6.7%	-	-	-	-	-
Net Diff.	38.0%	40.0%	25.0%	16.7%	-	100.0%	100.0%	45.7%	-40.0%	-50.0%	-33.3%	-	-	35.6%	71.4%	50.0%	100.0%	100.0%	100.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total Answering	92	7	10	19	19	36	17	74	36	55	55	36	10	29	19	20	25	14
SUPPORTER OF TRUMP	66.3%	28.6%	70.0%	84.2%	63.2%	63.9%	52.9%	68.9%	69.4%	63.6%	67.3%	63.9%	40.0%	72.4%	68.4%	60.0%	68.0%	57.1%
TRADITIONAL REPUB. PARTY	28.3%	71.4%	30.0%	10.5%	26.3%	30.6%	47.1%	24.3%	27.8%	29.1%	27.3%	30.6%	60.0%	20.7%	31.6%	30.0%	28.0%	35.7%
DK/REFUSED	5.4%	-	-	5.3%	10.5%	5.6%	-	6.8%	2.8%	7.3%	5.5%	5.6%	-	6.9%	-	10.0%	4.0%	7.1%
Net Diff.	38.0%	-42.9%	40.0%	73.7%	36.8%	33.3%	5.9%	44.6%	41.7%	34.5%	40.0%	33.3%	-20.0%	51.7%	36.8%	30.0%	40.0%	21.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

18. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
1. More of a supporter of Donald Trump.
  2. More of a supporter of the traditional Republican Party.

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total Answering	92	7	45	17	35	30	22	40	52	38	32	22	8	9	13	13	49
SUPPORTER OF TRUMP	66.3%	71.4%	66.7%	70.6%	65.7%	66.7%	68.2%	65.0%	67.3%	57.9%	65.6%	81.8%	37.5%	55.6%	76.9%	84.6%	65.3%
TRADITIONAL REPUB. PARTY	28.3%	28.6%	26.7%	23.5%	28.6%	26.7%	27.3%	30.0%	26.9%	36.8%	31.2%	9.1%	50.0%	33.3%	23.1%	15.4%	28.6%
DK/REFUSED	5.4%	-	6.7%	5.9%	5.7%	6.7%	4.5%	5.0%	5.8%	5.3%	3.1%	9.1%	12.5%	11.1%	-	-	6.1%
Net Diff.	38.0%	42.9%	40.0%	47.1%	37.1%	40.0%	40.9%	35.0%	40.4%	21.1%	34.4%	72.7%	-12.5%	22.2%	53.8%	69.2%	36.7%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
LIBERAL	30.0%	30.9%	36.7%	23.9%	29.3%	34.1%	37.5%	25.0%	2.3%	1.6%	50.0%	57.8%	57.7%	60.0%	9.1%
Very	16.0%	16.4%	18.3%	13.6%	15.2%	20.5%	21.9%	16.7%	1.5%	0.8%	50.0%	30.6%	31.0%	20.0%	4.5%
Somewhat	14.0%	14.5%	18.3%	10.2%	14.1%	13.6%	15.6%	8.3%	0.8%	0.8%	-	27.2%	26.8%	40.0%	4.5%
MODERATE	20.0%	19.7%	18.3%	21.6%	18.8%	27.3%	25.0%	33.3%	6.9%	7.0%	-	25.9%	26.1%	20.0%	59.1%
CONSERVATIVE	46.3%	46.1%	36.7%	53.4%	48.4%	34.1%	34.4%	33.3%	86.3%	87.6%	-	13.6%	13.4%	20.0%	27.3%
Somewhat	21.3%	23.0%	18.3%	20.5%	21.5%	20.5%	15.6%	33.3%	33.6%	34.1%	-	9.5%	9.2%	20.0%	27.3%
Very	25.0%	23.0%	18.3%	33.0%	27.0%	13.6%	18.8%	-	52.7%	53.5%	-	4.1%	4.2%	-	-
DK/REFUSED	3.7%	3.3%	8.3%	1.1%	3.5%	4.5%	3.1%	8.3%	4.6%	3.9%	50.0%	2.7%	2.8%	-	4.5%
Net Diff.	16.3%	15.1%	-	29.5%	19.1%	-	-3.1%	8.3%	84.0%	86.0%	-50.0%	-44.2%	-44.4%	-40.0%	18.2%
Mean	3.26	3.22	3.00	3.49	3.32	2.93	2.94	2.91	4.42	4.44	1.00	2.27	2.27	2.40	3.14

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
LIBERAL	30.0%	13.5%	53.5%	32.0%	37.2%	40.0%	42.1%	22.8%	30.8%	2.3%	52.6%	38.2%	30.2%	36.4%	12.0%	36.7%	30.1%	14.3%	25.0%	40.6%	28.2%
Very	16.0%	4.8%	32.6%	13.3%	24.4%	25.0%	15.8%	10.1%	17.6%	-	26.3%	19.1%	17.4%	19.5%	2.0%	18.3%	18.6%	-	25.0%	18.8%	12.8%
Somewhat	14.0%	8.7%	20.9%	18.7%	12.8%	15.0%	26.3%	12.7%	13.2%	2.3%	26.3%	19.1%	12.8%	16.9%	10.0%	18.3%	11.5%	14.3%	-	21.9%	15.4%
MODERATE	20.0%	18.3%	30.2%	14.7%	21.8%	35.0%	21.1%	11.4%	22.0%	11.6%	21.1%	13.5%	26.2%	32.5%	14.0%	11.7%	18.6%	42.9%	50.0%	28.1%	17.1%
CONSERVATIVE	46.3%	66.3%	16.3%	45.3%	37.2%	20.0%	36.8%	62.0%	43.4%	86.0%	26.3%	43.8%	38.9%	26.0%	72.0%	48.3%	47.8%	42.9%	25.0%	31.2%	51.3%
Somewhat	21.3%	26.9%	7.0%	21.3%	21.8%	5.0%	21.1%	29.1%	19.8%	23.3%	21.1%	20.2%	21.5%	18.2%	26.0%	16.7%	23.9%	14.3%	-	12.5%	23.9%
Very	25.0%	39.4%	9.3%	24.0%	15.4%	15.0%	15.8%	32.9%	23.6%	62.8%	5.3%	23.6%	17.4%	7.8%	46.0%	31.7%	23.9%	28.6%	25.0%	18.8%	27.4%
DK/REFUSED	3.7%	1.9%	-	8.0%	3.8%	5.0%	-	3.8%	3.8%	-	-	4.5%	4.7%	5.2%	2.0%	3.3%	3.5%	-	-	-	3.4%
Net Diff.	16.3%	52.9%	-37.2%	13.3%	-	-20.0%	-5.3%	39.2%	12.6%	83.7%	-26.3%	5.6%	8.7%	-10.4%	60.0%	11.7%	17.7%	28.6%	-	-9.4%	23.1%
Mean	3.26	3.89	2.40	3.26	2.91	2.68	2.95	3.64	3.19	4.47	2.53	3.11	3.09	2.77	4.06	3.26	3.24	3.57	3.00	2.91	3.39

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
LIBERAL	30.0%	-	33.3%	16.7%	31.2%	12.1%	54.2%	22.8%	36.1%	90.9%	52.9%	20.0%	2.9%	2.9%	-	55.7%	56.5%	-	38.1%
Very	16.0%	-	-	7.1%	14.1%	6.1%	33.3%	10.1%	16.7%	63.6%	23.5%	10.0%	1.4%	1.5%	-	29.3%	29.7%	-	23.8%
Somewhat	14.0%	-	33.3%	9.5%	17.2%	6.1%	20.8%	12.7%	19.4%	27.3%	29.4%	10.0%	1.4%	1.5%	-	26.4%	26.8%	-	14.3%
MODERATE	20.0%	22.2%	-	19.0%	14.1%	15.2%	27.1%	17.7%	30.6%	9.1%	29.4%	10.0%	8.6%	8.8%	-	29.3%	28.3%	100.0%	33.3%
CONSERVATIVE	46.3%	77.8%	66.7%	64.3%	51.6%	70.7%	12.5%	57.0%	27.8%	-	17.6%	50.0%	84.9%	85.3%	66.7%	11.4%	11.6%	-	23.8%
Somewhat	21.3%	33.3%	33.3%	26.2%	20.3%	29.3%	10.4%	25.3%	13.9%	-	11.8%	30.0%	33.8%	33.1%	66.7%	8.6%	8.7%	-	23.8%
Very	25.0%	44.4%	33.3%	38.1%	31.2%	41.4%	2.1%	31.6%	13.9%	-	5.9%	20.0%	51.1%	52.2%	-	2.9%	2.9%	-	-
DK/REFUSED	3.7%	-	-	-	3.1%	2.0%	6.2%	2.5%	5.6%	-	-	20.0%	3.6%	2.9%	33.3%	3.6%	3.6%	-	4.8%
Net Diff.	16.3%	77.8%	33.3%	47.6%	20.3%	58.6%	-41.7%	34.2%	-8.3%	-90.9%	-35.3%	30.0%	82.0%	82.4%	66.7%	-44.3%	-44.9%	-	-14.3%
Mean	3.26	4.22	3.67	3.79	3.39	3.96	2.22	3.57	2.88	1.45	2.47	3.50	4.37	4.37	4.00	2.27	2.26	3.00	2.60

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED BAL- LOTS	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
LIBERAL	30.0%	6.0%	6.2%	-	59.6%	60.0%	50.0%	37.1%	2.4%	1.7%	1.8%	-	50.0%	50.4%	33.3%	58.3%	37.8%	-	0.9%	19.4%	50.0%		
Very	16.0%	2.0%	2.1%	-	31.6%	32.7%	-	25.7%	2.4%	0.8%	0.9%	-	24.2%	24.8%	-	33.3%	27.0%	-	0.9%	6.5%	31.2%		
Somewhat	14.0%	4.0%	4.1%	-	28.1%	27.3%	50.0%	11.4%	-	0.8%	0.9%	-	25.8%	25.6%	33.3%	25.0%	10.8%	-	-	12.9%	18.8%		
MODERATE	20.0%	13.9%	13.1%	33.3%	24.6%	24.5%	25.0%	31.4%	15.5%	7.6%	6.3%	25.0%	30.8%	30.8%	33.3%	20.8%	24.3%	2.8%	7.1%	32.3%	37.5%		
CONSERVATIVE	46.3%	77.5%	77.9%	66.7%	12.3%	11.8%	25.0%	22.9%	81.0%	89.1%	91.0%	62.5%	15.0%	14.5%	33.3%	20.8%	27.0%	97.2%	90.2%	41.9%	6.2%		
Somewhat	21.3%	30.5%	30.3%	33.3%	8.8%	8.2%	25.0%	22.9%	32.1%	32.8%	32.4%	37.5%	10.8%	10.3%	33.3%	16.7%	21.6%	22.2%	31.2%	29.0%	6.2%		
Very	25.0%	47.0%	47.6%	33.3%	3.5%	3.6%	-	-	48.8%	56.3%	58.6%	25.0%	4.2%	4.3%	-	4.2%	5.4%	75.0%	58.9%	12.9%	-		
DK/REFUSED	3.7%	2.6%	2.8%	-	3.5%	3.6%	-	8.6%	1.2%	1.7%	0.9%	12.5%	4.2%	4.3%	-	-	10.8%	-	1.8%	6.5%	6.2%		
Net Diff.	16.3%	71.5%	71.7%	66.7%	-47.4%	-48.2%	-25.0%	-14.3%	78.6%	87.4%	89.2%	62.5%	-35.0%	-35.9%	-	-37.5%	-10.8%	97.2%	89.3%	22.6%	-43.8%		
Mean	3.26	4.20	4.21	4.00	2.22	2.20	2.75	2.56	4.27	4.45	4.48	4.00	2.43	2.41	3.00	2.33	2.64	4.72	4.50	3.31	2.20		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 5

	TOTAL															REGISTERED PARTY											
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA			LEGALIZING SPORTS BETTING IN NC			GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS			LOWERING THE STATE INCOME TAX RATE			EXPAND STATE MEDICAID PROGRAM			EXPAND PROGRM IF REQUIRED EMPLOYMENT			EXPAND MEDICAID COMBO								
	SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref			
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2						
LIBERAL	30.0%	35.1%	17.6%	38.3%	22.3%	26.9%	35.1%	27.8%	36.6%	41.8%	13.9%	7.2%	25.8%	30.9%	25.8%	2.2%	53.6%	19.1%	18.5%	25.0%	-						
Very	16.0%	19.0%	8.1%	20.0%	10.8%	14.3%	16.5%	14.5%	17.1%	22.0%	7.9%	2.4%	19.4%	15.8%	19.4%	1.1%	29.3%	8.8%	7.4%	16.7%	-						
Somewhat	14.0%	16.1%	9.5%	18.3%	11.5%	12.6%	18.6%	13.2%	19.5%	19.8%	5.9%	4.8%	6.5%	15.1%	6.5%	1.1%	24.3%	10.3%	11.1%	8.3%	-						
MODERATE	20.0%	23.4%	14.9%	23.5%	17.7%	18.9%	24.7%	17.1%	34.1%	25.3%	9.9%	10.8%	12.9%	20.8%	12.9%	3.3%	25.7%	30.9%	31.5%	33.3%	-						
CONSERVATIVE	46.3%	39.0%	59.5%	36.5%	57.7%	51.4%	36.1%	52.1%	26.8%	29.7%	71.3%	78.3%	58.1%	44.9%	58.1%	91.3%	15.7%	48.5%	48.1%	41.7%	100.0%						
Somewhat	21.3%	20.5%	25.7%	16.5%	28.5%	21.7%	18.6%	21.8%	22.0%	15.9%	25.7%	31.3%	22.6%	20.8%	22.6%	35.9%	9.3%	26.5%	27.8%	16.7%	50.0%						
Very	25.0%	18.5%	33.8%	20.0%	29.2%	29.7%	17.5%	30.3%	4.9%	13.7%	45.5%	47.0%	35.5%	24.2%	35.5%	55.4%	6.4%	22.1%	20.4%	25.0%	50.0%						
DK/REFUSED	3.7%	2.4%	8.1%	1.7%	2.3%	2.9%	4.1%	3.0%	2.4%	3.3%	5.0%	3.6%	3.2%	3.4%	3.2%	3.3%	5.0%	1.5%	1.9%	-	-						
Net Diff.	16.3%	3.9%	41.9%	-1.7%	35.4%	24.6%	1.0%	24.4%	-9.8%	-12.1%	57.4%	71.1%	32.3%	14.0%	32.3%	89.1%	-37.9%	29.4%	29.6%	16.7%	100.0%						
Mean	3.26	3.04	3.74	2.98	3.55	3.41	3.02	3.41	2.78	2.79	4.00	4.20	3.50	3.23	3.50	4.48	2.36	3.43	3.43	3.25	4.50						



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
LIBERAL	30.0%	-	49.1%	8.6%	3.8%	56.6%	30.3%	2.5%	48.8%	21.7%	-	56.2%	13.6%	-	55.3%	20.0%
Very	16.0%	-	24.6%	-	1.9%	32.5%	18.2%	1.2%	23.3%	8.7%	-	32.3%	9.1%	-	33.0%	13.3%
Somewhat	14.0%	-	24.6%	8.6%	1.9%	24.1%	12.1%	1.2%	25.6%	13.0%	-	24.0%	4.5%	-	22.3%	6.7%
MODERATE	20.0%	2.5%	38.6%	25.7%	3.8%	16.9%	36.4%	2.5%	27.9%	21.7%	8.3%	25.0%	50.0%	-	25.5%	60.0%
CONSERVATIVE	46.3%	95.0%	7.0%	62.9%	88.5%	21.7%	33.3%	91.2%	18.6%	54.3%	91.7%	13.5%	36.4%	100.0%	13.8%	20.0%
Somewhat	21.3%	27.5%	5.3%	25.7%	42.3%	12.0%	27.3%	32.5%	11.6%	30.4%	58.3%	7.3%	18.2%	83.3%	7.4%	20.0%
Very	25.0%	67.5%	1.8%	37.1%	46.2%	9.6%	6.1%	58.8%	7.0%	23.9%	33.3%	6.2%	18.2%	16.7%	6.4%	-
DK/REFUSED	3.7%	2.5%	5.3%	2.9%	3.8%	4.8%	-	3.8%	4.7%	2.2%	-	5.2%	-	-	5.3%	-
Net Diff.	16.3%	95.0%	-42.1%	54.3%	84.6%	-34.9%	3.0%	88.8%	-30.2%	32.6%	91.7%	-42.7%	22.7%	100.0%	-41.5%	-
Mean	3.26	4.67	2.31	3.94	4.34	2.39	2.91	4.52	2.51	3.49	4.25	2.27	3.32	4.17	2.28	2.87

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSERVATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE		IDEOLOGY: WHITE				
		TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
LIBERAL	30.0%	1.6%	3.8%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-
Very	16.0%	-	3.8%	53.3%	100.0%	-	-	-	-	-	-	45.2%	-	-	57.6%	-	-	45.5%	-	-
Somewhat	14.0%	1.6%	-	46.7%	-	100.0%	-	-	-	-	-	54.8%	-	-	42.4%	-	-	54.5%	-	-
MODERATE	20.0%	3.3%	3.8%	-	-	-	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-
CONSERVATIVE	46.3%	93.4%	88.5%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%
Somewhat	21.3%	31.1%	46.2%	-	-	-	-	46.0%	100.0%	-	62.5%	-	-	35.9%	-	-	54.7%	-	-	42.5%
Very	25.0%	62.3%	42.3%	-	-	-	-	54.0%	-	100.0%	37.5%	-	-	64.1%	-	-	45.3%	-	-	57.5%
DK/REFUSED	3.7%	1.6%	3.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	16.3%	91.8%	84.6%	-100%	-100%	-100%	-	100.0%	100.0%	100.0%	100.0%	-100%	-	100.0%	-100%	-	100.0%	-100%	-	100.0%
Mean	3.26	4.57	4.28	1.47	1.00	2.00	3.00	4.54	4.00	5.00	4.38	1.55	3.00	4.64	1.42	3.00	4.45	1.55	3.00	4.58

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB-ERAL	MOD-ERATE	CONSER-VATIVE	LIB-ERAL	MOD-ERATE	CONSER-VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
LIBERAL	30.0%	100.0%	-	-	100.0%	-	-	2.5%	53.6%	30.0%	40.3%	27.2%	16.4%	47.9%	10.0%	36.5%	20.7%	60.3%	8.5%	37.1%
Very	16.0%	57.9%	-	-	60.0%	-	-	0.8%	29.1%	-	29.9%	11.8%	7.2%	28.1%	5.0%	15.9%	8.7%	41.4%	4.3%	17.7%
Somewhat	14.0%	42.1%	-	-	40.0%	-	-	1.7%	24.5%	30.0%	10.4%	15.4%	9.2%	19.8%	5.0%	20.6%	12.0%	19.0%	4.3%	19.4%
MODERATE	20.0%	-	100.0%	-	-	100.0%	-	4.2%	32.5%	30.0%	11.9%	22.8%	17.1%	25.6%	18.3%	33.3%	16.3%	17.2%	8.5%	24.2%
CONSERVATIVE	46.3%	-	-	100.0%	-	-	100.0%	90.8%	11.3%	40.0%	46.3%	46.9%	61.2%	26.4%	66.7%	30.2%	57.6%	22.4%	77.7%	38.7%
Somewhat	21.3%	-	-	56.2%	-	-	68.2%	33.3%	8.6%	40.0%	20.9%	21.9%	26.3%	15.7%	18.3%	15.9%	31.5%	15.5%	28.7%	22.6%
Very	25.0%	-	-	43.8%	-	-	31.8%	57.5%	2.6%	-	25.4%	25.0%	34.9%	10.7%	48.3%	14.3%	26.1%	6.9%	48.9%	16.1%
DK/REFUSED	3.7%	-	-	-	-	-	-	2.5%	2.6%	-	1.5%	3.1%	5.3%	-	5.0%	-	5.4%	-	5.3%	-
Net Diff.	16.3%	-100%	-	100.0%	-100%	-	100.0%	88.3%	-42.4%	10.0%	6.0%	19.7%	44.7%	-21.5%	56.7%	-6.3%	37.0%	-37.9%	69.1%	1.6%
Mean	3.26	1.42	3.00	4.44	1.40	3.00	4.32	4.49	2.29	3.10	3.02	3.34	3.76	2.61	4.05	2.92	3.57	2.28	4.20	3.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
LIBERAL	30.0%	29.3%	59.3%	32.7%	63.5%	20.1%	47.6%	10.9%	46.0%	28.6%	48.7%	21.7%	24.5%	16.7%	64.4%	20.6%	66.2%	28.8%	32.3%	24.6%	23.3%	
Very	16.0%	12.1%	39.0%	13.5%	44.2%	9.0%	27.8%	6.2%	20.0%	11.4%	32.9%	9.8%	11.3%	7.1%	39.7%	8.8%	42.6%	14.7%	17.7%	11.6%	10.0%	
Somewhat	14.0%	17.2%	20.3%	19.2%	19.2%	11.2%	19.8%	4.7%	26.0%	17.1%	15.8%	12.0%	13.2%	9.5%	24.7%	11.8%	23.5%	14.1%	14.6%	13.0%	13.3%	
MODERATE	20.0%	31.0%	27.1%	30.8%	28.8%	18.7%	22.2%	21.9%	32.0%	15.7%	15.8%	12.0%	18.9%	33.3%	24.7%	38.2%	23.5%	20.9%	19.2%	26.1%	23.3%	
CONSERVATIVE	46.3%	34.5%	13.6%	30.8%	7.7%	58.2%	27.8%	65.6%	20.0%	51.4%	32.9%	64.1%	52.8%	45.2%	9.6%	35.3%	8.8%	46.0%	46.9%	46.4%	51.7%	
Somewhat	21.3%	22.4%	8.5%	21.2%	7.7%	27.6%	15.9%	26.6%	8.0%	28.6%	21.1%	26.1%	32.1%	31.0%	4.1%	29.4%	4.4%	20.2%	23.1%	14.5%	21.7%	
Very	25.0%	12.1%	5.1%	9.6%	-	30.6%	11.9%	39.1%	12.0%	22.9%	11.8%	38.0%	20.8%	14.3%	5.5%	5.9%	4.4%	25.8%	23.8%	31.9%	30.0%	
DK/REFUSED	3.7%	5.2%	-	5.8%	-	3.0%	2.4%	1.6%	2.0%	4.3%	2.6%	2.2%	3.8%	4.8%	1.4%	5.9%	1.5%	4.3%	1.5%	2.9%	1.7%	
Net Diff.	16.3%	5.2%	-45.8%	-1.9%	-55.8%	38.1%	-19.8%	54.7%	-26.0%	22.9%	-15.8%	42.4%	28.3%	28.6%	-54.8%	14.7%	-57.4%	17.2%	14.6%	21.7%	28.3%	
Mean	3.26	3.05	2.20	2.94	2.00	3.62	2.63	3.89	2.65	3.36	2.62	3.72	3.39	3.38	2.10	3.12	2.03	3.29	3.21	3.43	3.49	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
LIBERAL	30.0%	31.9%	40.0%	15.3%	23.8%	43.6%	46.0%	47.8%	50.0%	11.8%	51.4%	7.9%	45.5%	15.1%	55.4%	3.2%	46.0%	31.7%	56.0%	40.0%	57.7%
Very	16.0%	17.0%	24.3%	5.9%	11.2%	24.4%	28.0%	27.5%	31.8%	3.7%	29.7%	-	23.6%	6.8%	33.7%	1.1%	22.2%	9.8%	36.0%	13.3%	38.0%
Somewhat	14.0%	14.9%	15.7%	9.4%	12.5%	19.2%	18.0%	20.3%	18.2%	8.1%	21.7%	7.9%	21.8%	8.2%	21.7%	2.1%	23.8%	22.0%	20.0%	26.7%	19.7%
MODERATE	20.0%	17.0%	15.7%	11.8%	17.5%	30.8%	22.0%	30.4%	25.0%	12.5%	26.1%	14.3%	34.5%	11.0%	20.5%	7.4%	22.2%	24.4%	29.3%	26.7%	29.6%
CONSERVATIVE	46.3%	45.7%	42.9%	69.4%	57.5%	20.5%	30.0%	15.9%	22.7%	72.8%	21.0%	76.2%	20.0%	69.9%	21.7%	86.3%	30.2%	41.5%	13.3%	30.0%	11.3%
Somewhat	21.3%	24.5%	24.3%	29.4%	25.0%	10.3%	20.0%	11.6%	15.9%	27.2%	12.3%	19.0%	10.9%	34.2%	13.3%	29.5%	20.6%	22.0%	5.3%	20.0%	5.6%
Very	25.0%	21.3%	18.6%	40.0%	32.5%	10.3%	10.0%	4.3%	6.8%	45.6%	8.7%	57.1%	9.1%	35.6%	8.4%	56.8%	9.5%	19.5%	8.0%	10.0%	5.6%
DK/REFUSED	3.7%	5.3%	1.4%	3.5%	1.2%	5.1%	2.0%	5.8%	2.3%	2.9%	1.4%	1.6%	-	4.1%	2.4%	3.2%	1.6%	2.4%	1.3%	3.3%	1.4%
Net Diff.	16.3%	13.8%	2.9%	54.1%	33.8%	-23.1%	-16.0%	-31.9%	-27.3%	61.0%	-30.4%	68.3%	-25.5%	54.8%	-33.7%	83.2%	-15.9%	9.8%	-42.7%	-10.0%	-46.5%
Mean	3.26	3.19	2.97	3.91	3.56	2.61	2.65	2.42	2.47	4.06	2.48	4.27	2.60	3.87	2.40	4.43	2.71	3.20	2.28	2.86	2.20

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
LIBERAL	30.0%	15.3%	10.0%	9.4%	20.0%	47.8%	32.5%	48.0%	56.3%	11.7%	38.6%	18.2%	54.4%	3.4%	42.3%	36.7%	53.8%	43.6%	56.7%	
Very	16.0%	6.6%	-	9.4%	8.0%	27.2%	7.5%	24.0%	39.4%	1.7%	21.1%	10.4%	31.6%	2.3%	18.3%	14.3%	36.9%	17.9%	40.0%	
Somewhat	14.0%	8.8%	10.0%	-	12.0%	20.6%	25.0%	24.0%	16.9%	10.0%	17.5%	7.8%	22.8%	1.1%	23.9%	22.4%	16.9%	25.6%	16.7%	
MODERATE	20.0%	13.1%	10.0%	9.4%	16.0%	25.7%	20.0%	40.0%	23.9%	15.0%	31.6%	11.7%	21.5%	8.0%	21.1%	22.4%	30.8%	25.6%	30.0%	
CONSERVATIVE	46.3%	70.1%	76.7%	78.1%	64.0%	25.0%	47.5%	12.0%	16.9%	71.7%	29.8%	68.8%	21.5%	86.4%	36.6%	40.8%	12.3%	30.8%	10.0%	
Somewhat	21.3%	25.5%	20.0%	28.1%	26.7%	16.2%	32.5%	4.0%	11.3%	15.0%	19.3%	33.8%	13.9%	28.4%	25.4%	20.4%	6.2%	17.9%	6.7%	
Very	25.0%	44.5%	56.7%	50.0%	37.3%	8.8%	15.0%	8.0%	5.6%	56.7%	10.5%	35.1%	7.6%	58.0%	11.3%	20.4%	6.2%	12.8%	3.3%	
DK/REFUSED	3.7%	1.5%	3.3%	3.1%	-	1.5%	-	-	2.8%	1.7%	-	1.3%	2.5%	2.3%	-	-	3.1%	-	3.3%	
Net Diff.	16.3%	54.7%	66.7%	68.8%	44.0%	-22.8%	15.0%	-36.0%	-39.4%	60.0%	-8.8%	50.6%	-32.9%	83.0%	-5.6%	4.1%	-41.5%	-12.8%	-46.7%	
Mean	3.26	3.94	4.28	4.13	3.73	2.58	3.22	2.48	2.25	4.17	2.81	3.76	2.42	4.42	2.87	3.10	2.25	2.82	2.14	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other		WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other		WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
LIBERAL	30.0%	19.5%	43.8%	47.8%	14.3%	50.0%	-	10.8%	39.7%	42.9%	20.0%	100.0%	-	26.3%	47.2%	51.5%	-	-	-		
Very	16.0%	8.9%	25.4%	28.7%	-	-	-	6.8%	15.5%	18.4%	-	-	-	10.5%	33.3%	36.4%	-	-	-		
Somewhat	14.0%	10.7%	18.5%	19.1%	14.3%	50.0%	-	4.1%	24.1%	24.5%	20.0%	100.0%	-	15.8%	13.9%	15.2%	-	-	-		
MODERATE	20.0%	14.2%	27.7%	28.7%	28.6%	-	16.7%	17.6%	32.8%	38.8%	-	-	-	11.6%	23.6%	21.2%	100.0%	-	33.3%		
CONSERVATIVE	46.3%	62.7%	24.6%	19.1%	57.1%	50.0%	83.3%	67.6%	24.1%	14.3%	80.0%	-	100.0%	58.9%	25.0%	22.7%	-	100.0%	66.7%		
Somewhat	21.3%	26.6%	13.8%	13.0%	14.3%	-	33.3%	21.6%	12.1%	12.2%	20.0%	-	-	30.5%	15.3%	13.6%	-	-	66.7%		
Very	25.0%	36.1%	10.8%	6.1%	42.9%	50.0%	50.0%	45.9%	12.1%	2.0%	60.0%	-	100.0%	28.4%	9.7%	9.1%	-	100.0%	-		
DK/REFUSED	3.7%	3.6%	3.8%	4.3%	-	-	-	4.1%	3.4%	4.1%	-	-	-	3.2%	4.2%	4.5%	-	-	-		
Net Diff.	16.3%	43.2%	-19.2%	-28.7%	42.9%	-	83.3%	56.8%	-15.5%	-28.6%	60.0%	-100%	100.0%	32.6%	-22.2%	-28.8%	-	100.0%	66.7%		
Mean	3.26	3.73	2.65	2.46	3.86	3.50	4.33	4.00	2.80	2.53	4.20	2.00	5.00	3.52	2.52	2.41	3.00	5.00	3.67		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
LIBERAL	30.0%	37.5%	33.3%	33.8%	27.5%	24.7%	35.2%	28.5%	34.5%	26.0%	32.2%	24.7%	25.8%	23.0%	25.4%	21.9%	26.3%	15.6%
Very	16.0%	15.6%	25.6%	18.9%	14.5%	10.6%	21.1%	14.5%	20.0%	12.3%	18.2%	10.6%	9.7%	11.0%	11.9%	9.4%	13.1%	3.1%
Somewhat	14.0%	21.9%	7.7%	14.9%	13.0%	14.1%	14.1%	14.0%	14.5%	13.6%	14.0%	14.1%	16.1%	12.0%	13.4%	12.5%	13.1%	12.5%
MODERATE	20.0%	28.1%	17.9%	18.9%	20.3%	17.6%	22.5%	18.9%	20.7%	18.8%	20.6%	17.6%	22.6%	24.0%	23.9%	23.4%	23.2%	25.0%
CONSERVATIVE	46.3%	31.2%	46.2%	41.9%	50.7%	52.9%	39.4%	48.7%	40.7%	51.9%	43.9%	52.9%	51.6%	48.0%	47.8%	50.0%	47.5%	53.1%
Somewhat	21.3%	12.5%	17.9%	17.6%	30.4%	22.4%	15.5%	23.2%	16.6%	26.0%	21.0%	22.4%	19.4%	17.0%	14.9%	20.3%	17.2%	18.8%
Very	25.0%	18.8%	28.2%	24.3%	20.3%	30.6%	23.9%	25.4%	24.1%	26.0%	22.9%	30.6%	32.3%	31.0%	32.8%	29.7%	30.3%	34.4%
DK/REFUSED	3.7%	3.1%	2.6%	5.4%	1.4%	4.7%	2.8%	3.9%	4.1%	3.2%	3.3%	4.7%	-	5.0%	3.0%	4.7%	3.0%	6.2%
Net Diff.	16.3%	-6.2%	12.8%	8.1%	23.2%	28.2%	4.2%	20.2%	6.2%	26.0%	11.7%	28.2%	25.8%	25.0%	22.4%	28.1%	21.2%	37.5%
Mean	3.26	2.97	3.16	3.14	3.29	3.51	3.07	3.32	3.11	3.41	3.17	3.51	3.48	3.47	3.45	3.51	3.40	3.73



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
LIBERAL	30.0%	42.5%	32.8%	42.3%	28.9%	37.4%	30.2%	23.5%	35.1%	31.0%	27.0%	32.0%	43.8%	45.2%	21.9%	26.5%	25.6%
Very	16.0%	30.0%	17.2%	26.9%	14.4%	22.6%	15.1%	10.6%	20.2%	17.0%	12.0%	19.0%	28.1%	23.8%	12.5%	11.8%	13.1%
Somewhat	14.0%	12.5%	15.6%	15.4%	14.4%	14.8%	15.1%	12.9%	14.9%	14.0%	15.0%	13.0%	15.6%	21.4%	9.4%	14.7%	12.5%
MODERATE	20.0%	22.5%	14.8%	17.9%	15.6%	18.3%	13.2%	24.2%	16.7%	17.0%	25.0%	18.0%	15.6%	21.4%	28.1%	8.8%	21.2%
CONSERVATIVE	46.3%	30.0%	49.2%	34.6%	53.3%	40.9%	52.8%	48.5%	44.6%	49.0%	45.0%	45.0%	40.6%	33.3%	46.9%	64.7%	46.9%
Somewhat	21.3%	12.5%	28.1%	17.9%	30.0%	24.3%	24.5%	17.4%	24.4%	26.0%	20.0%	18.0%	25.0%	16.7%	21.9%	26.5%	20.6%
Very	25.0%	17.5%	21.1%	16.7%	23.3%	16.5%	28.3%	31.1%	20.2%	23.0%	25.0%	27.0%	15.6%	16.7%	25.0%	38.2%	26.2%
DK/REFUSED	3.7%	5.0%	3.1%	5.1%	2.2%	3.5%	3.8%	3.8%	3.6%	3.0%	3.0%	5.0%	-	-	3.1%	-	6.2%
Net Diff.	16.3%	-12.5%	16.4%	-7.7%	24.4%	3.5%	22.6%	25.0%	9.5%	18.0%	18.0%	13.0%	-3.1%	-11.9%	25.0%	38.2%	21.2%
Mean	3.26	2.74	3.21	2.81	3.34	2.97	3.37	3.47	3.10	3.25	3.32	3.22	2.84	2.81	3.39	3.65	3.37

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

19. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
LIBERAL	30.0%	32.8%	32.7%	32.8%	20.0%	20.0%	21.4%	4.2%	5.0%	-	-	40.0%	50.0%	38.5%
Very	16.0%	19.0%	16.4%	17.2%	10.0%	8.6%	7.1%	4.2%	5.0%	-	-	20.0%	-	23.1%
Somewhat	14.0%	13.8%	16.4%	15.6%	10.0%	11.4%	14.3%	-	-	-	-	20.0%	50.0%	15.4%
MODERATE	20.0%	19.8%	18.2%	20.3%	23.3%	20.0%	32.1%	25.0%	20.0%	50.0%	100.0%	33.3%	-	38.5%
CONSERVATIVE	46.3%	45.7%	47.3%	40.6%	46.7%	57.1%	42.9%	70.8%	75.0%	50.0%	-	26.7%	50.0%	23.1%
Somewhat	21.3%	23.3%	21.8%	12.5%	16.7%	34.3%	21.4%	37.5%	40.0%	25.0%	-	20.0%	50.0%	15.4%
Very	25.0%	22.4%	25.5%	28.1%	30.0%	22.9%	21.4%	33.3%	35.0%	25.0%	-	6.7%	-	7.7%
DK/REFUSED	3.7%	1.7%	1.8%	6.2%	10.0%	2.9%	3.6%	-	-	-	-	-	-	-
Net Diff.	16.3%	12.9%	14.5%	7.8%	26.7%	37.1%	21.4%	66.7%	70.0%	50.0%	-	-13.3%	-	-15.4%
Mean	3.26	3.17	3.24	3.20	3.52	3.53	3.37	3.96	4.00	3.75	3.00	2.73	3.00	2.69

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
DONALD TRUMP	40.0%	39.5%	28.3%	48.9%	42.6%	25.0%	21.9%	33.3%	87.0%	88.4%	-	2.0%	2.1%	-	13.6%
JOE BIDEN	50.3%	52.0%	56.7%	43.2%	48.0%	63.6%	68.8%	50.0%	3.1%	3.1%	-	90.5%	92.3%	40.0%	63.6%
OTHER	3.3%	2.6%	5.0%	3.4%	3.9%	-	-	-	2.3%	2.3%	-	4.1%	2.8%	40.0%	4.5%
DK/REFUSED	6.3%	5.9%	10.0%	4.5%	5.5%	11.4%	9.4%	16.7%	7.6%	6.2%	100.0%	3.4%	2.8%	20.0%	18.2%
Net Diff.	-10.3%	-12.5%	-28.3%	5.7%	-5.5%	-38.6%	-46.9%	-16.7%	84.0%	85.3%	-	-88.4%	-90.1%	-40.0%	-50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
DONALD TRUMP	40.0%	63.5%	16.3%	36.0%	25.6%	25.0%	21.1%	51.9%	38.5%	79.1%	5.3%	41.6%	32.2%	14.3%	72.0%	41.7%	42.5%	57.1%	25.0%	28.1%	42.7%
JOE BIDEN	50.3%	28.8%	76.7%	52.0%	62.8%	75.0%	68.4%	39.2%	50.5%	18.6%	84.2%	49.4%	55.7%	80.5%	20.0%	46.7%	45.1%	42.9%	50.0%	65.6%	49.6%
OTHER	3.3%	2.9%	2.3%	6.7%	1.3%	-	-	3.8%	3.8%	-	-	5.6%	3.4%	1.3%	2.0%	5.0%	4.4%	-	-	-	2.6%
DK/REFUSED	6.3%	4.8%	4.7%	5.3%	10.3%	-	10.5%	5.1%	7.1%	2.3%	10.5%	3.4%	8.7%	3.9%	6.0%	6.7%	8.0%	-	25.0%	6.2%	5.1%
Net Diff.	-10.3%	34.6%	-60.5%	-16.0%	-37.2%	-50.0%	-47.4%	12.7%	-12.1%	60.5%	-78.9%	-7.9%	-23.5%	-66.2%	52.0%	-5.0%	-2.7%	14.3%	-25.0%	-37.5%	-6.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 3

TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT							
	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
DONALD TRUMP	40.0%	66.7%	33.3%	52.4%	45.3%	63.6%	8.3%	49.4%	19.4%	-	11.8%	50.0%	82.7%	83.8%	33.3%	1.4%	1.4%	-	14.3%
JOE BIDEN	50.3%	33.3%	33.3%	40.5%	46.9%	23.2%	87.5%	46.8%	69.4%	90.9%	76.5%	10.0%	5.8%	5.9%	-	92.9%	92.8%	100.0%	61.9%
OTHER	3.3%	-	-	-	3.1%	5.1%	2.1%	1.3%	5.6%	-	5.9%	-	2.9%	2.2%	33.3%	3.6%	3.6%	-	4.8%
DK/REFUSED	6.3%	-	33.3%	7.1%	4.7%	8.1%	2.1%	2.5%	5.6%	9.1%	5.9%	40.0%	8.6%	8.1%	33.3%	2.1%	2.2%	-	19.0%
Net Diff.	-10.3%	33.3%	-	11.9%	-1.6%	40.4%	-79.2%	2.5%	-50.0%	-90.9%	-64.7%	40.0%	77.0%	77.9%	33.3%	-91.4%	-91.3%	-100%	-47.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
DONALD TRUMP	40.0%	73.5%	74.5%	50.0%	3.5%	3.6%	-	14.3%	78.6%	89.9%	91.9%	62.5%	1.7%	1.7%	-	12.5%	21.6%	94.4%	92.0%	16.1%	6.2%		
JOE BIDEN	50.3%	19.2%	18.6%	33.3%	88.6%	90.0%	50.0%	60.0%	14.3%	3.4%	2.7%	12.5%	93.3%	94.0%	66.7%	58.3%	56.8%	2.8%	2.7%	71.0%	68.8%		
OTHER	3.3%	1.3%	1.4%	-	3.5%	1.8%	50.0%	11.4%	2.4%	1.7%	0.9%	12.5%	2.5%	1.7%	33.3%	12.5%	5.4%	-	0.9%	3.2%	6.2%		
DK/REFUSED	6.3%	6.0%	5.5%	16.7%	4.4%	4.5%	-	14.3%	4.8%	5.0%	4.5%	12.5%	2.5%	2.6%	-	16.7%	16.2%	2.8%	4.5%	9.7%	18.8%		
Net Diff.	-10.3%	54.3%	55.9%	16.7%	-85.1%	-86.4%	-50.0%	-45.7%	64.3%	86.6%	89.2%	50.0%	-91.7%	-92.3%	-66.7%	-45.8%	-35.1%	91.7%	89.3%	-54.8%	-62.5%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
DONALD TRUMP	40.0%	33.7%	50.0%	34.8%	45.4%	46.3%	27.8%	46.2%	17.1%	19.8%	72.3%	79.5%	54.8%	38.5%	54.8%	91.3%	7.1%	38.2%	38.9%	33.3%	50.0%
JOE BIDEN	50.3%	56.1%	41.9%	56.5%	43.1%	41.7%	66.0%	45.3%	70.7%	70.3%	19.8%	15.7%	32.3%	53.2%	32.3%	1.1%	87.1%	41.2%	40.7%	50.0%	-
OTHER	3.3%	3.9%	2.7%	4.3%	3.1%	5.1%	1.0%	2.6%	7.3%	3.8%	1.0%	-	3.2%	2.6%	3.2%	2.2%	2.1%	7.4%	9.3%	-	-
DK/REFUSED	6.3%	6.3%	5.4%	4.3%	8.5%	6.9%	5.2%	6.0%	4.9%	6.0%	6.9%	4.8%	9.7%	5.7%	9.7%	5.4%	3.6%	13.2%	11.1%	16.7%	50.0%
Net Diff.	-10.3%	-22.4%	8.1%	-21.7%	2.3%	4.6%	-38.1%	0.9%	-53.7%	-50.5%	52.5%	63.9%	22.6%	-14.7%	22.6%	90.2%	-80.0%	-2.9%	-1.9%	-16.7%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
		Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6
DONALD TRUMP	40.0%	87.5%	7.0%	54.3%	94.2%	7.2%	21.2%	91.2%	14.0%	45.7%	91.7%	4.2%	22.7%	83.3%	4.3%	6.7%
JOE BIDEN	50.3%	2.5%	89.5%	31.4%	-	85.5%	51.5%	1.2%	81.4%	34.8%	-	90.6%	54.5%	-	91.5%	73.3%
OTHER	3.3%	5.0%	1.8%	5.7%	-	2.4%	9.1%	1.2%	2.3%	10.9%	8.3%	2.1%	-	16.7%	1.1%	-
DK/REFUSED	6.3%	5.0%	1.8%	8.6%	5.8%	4.8%	18.2%	6.2%	2.3%	8.7%	-	3.1%	22.7%	-	3.2%	20.0%
Net Diff.	-10.3%	85.0%	-82.5%	22.9%	94.2%	-78.3%	-30.3%	90.0%	-67.4%	10.9%	91.7%	-86.5%	-31.8%	83.3%	-87.2%	-66.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 7

TOTAL	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
	REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
DONALD TRUMP	40.0%	95.1%	92.3%	3.3%	2.1%	4.8%	8.3%	78.4%	62.5%	92.0%	50.0%	3.2%	9.4%	82.8%	3.4%	7.1%	74.7%	6.1%	12.5%	86.8%
JOE BIDEN	50.3%	1.6%	-	90.0%	91.7%	88.1%	81.7%	12.2%	20.3%	5.3%	50.0%	93.5%	84.4%	7.8%	88.1%	78.6%	16.0%	81.8%	79.2%	5.7%
OTHER	3.3%	1.6%	-	3.3%	-	7.1%	5.0%	2.9%	6.2%	-	-	3.2%	3.1%	4.7%	3.4%	7.1%	1.3%	6.1%	8.3%	2.8%
DK/REFUSED	6.3%	1.6%	7.7%	3.3%	6.2%	-	5.0%	6.5%	10.9%	2.7%	-	-	3.1%	4.7%	5.1%	7.1%	8.0%	6.1%	-	4.7%
Net Diff.	-10.3%	93.4%	92.3%	-86.7%	-89.6%	-83.3%	-73.3%	66.2%	42.2%	86.7%	-	-90.3%	-75.0%	75.0%	-84.7%	-71.4%	58.7%	-75.8%	-66.7%	81.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
DONALD TRUMP	40.0%	1.8%	5.6%	53.1%	1.8%	3.0%	36.4%	100.0%	-	-	34.3%	41.7%	55.3%	22.3%	66.7%	23.8%	47.8%	20.7%	77.7%	33.9%
JOE BIDEN	50.3%	94.7%	83.3%	34.4%	96.4%	87.9%	50.0%	-	100.0%	-	49.3%	50.9%	36.8%	68.6%	26.7%	69.8%	43.5%	67.2%	16.0%	53.2%
OTHER	3.3%	1.8%	2.8%	3.1%	-	3.0%	4.5%	-	-	100.0%	6.0%	2.6%	0.7%	6.6%	-	6.3%	1.1%	6.9%	-	9.7%
DK/REFUSED	6.3%	1.8%	8.3%	9.4%	1.8%	6.1%	9.1%	-	-	-	10.4%	4.8%	7.2%	2.5%	6.7%	-	7.6%	5.2%	6.4%	3.2%
Net Diff.	-10.3%	-93.0%	-77.8%	18.8%	-94.5%	-84.8%	-13.6%	100.0%	-100%	-	-14.9%	-9.2%	18.4%	-46.3%	40.0%	-46.0%	4.3%	-46.6%	61.7%	-19.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
DONALD TRUMP	40.0%	19.0%	10.2%	13.5%	3.8%	50.7%	20.6%	54.7%	18.0%	47.1%	22.4%	62.0%	43.4%	26.2%	4.1%	14.7%	1.5%	41.1%	40.0%	44.9%	43.3%
JOE BIDEN	50.3%	70.7%	84.7%	78.8%	92.3%	39.6%	71.4%	37.5%	74.0%	41.4%	69.7%	27.2%	47.2%	66.7%	89.0%	79.4%	94.1%	50.3%	53.1%	52.2%	45.0%
OTHER	3.3%	1.7%	3.4%	1.9%	1.9%	6.0%	1.6%	6.2%	2.0%	5.7%	1.3%	6.5%	1.9%	4.8%	1.4%	5.9%	-	3.1%	3.8%	-	8.3%
DK/REFUSED	6.3%	8.6%	1.7%	5.8%	1.9%	3.7%	6.3%	1.6%	6.0%	5.7%	6.6%	4.3%	7.5%	2.4%	5.5%	-	4.4%	5.5%	3.1%	2.9%	3.3%
Net Diff.	-10.3%	-51.7%	-74.6%	-65.4%	-88.5%	11.2%	-50.8%	17.2%	-56.0%	5.7%	-47.4%	34.8%	-3.8%	-40.5%	-84.9%	-64.7%	-92.6%	-9.2%	-13.1%	-7.2%	-1.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
DONALD TRUMP	40.0%	38.3%	37.1%	65.9%	53.8%	14.1%	18.0%	7.2%	11.4%	69.1%	13.8%	73.0%	14.5%	65.8%	13.3%	85.3%	22.2%	31.7%	6.7%	16.7%	4.2%
JOE BIDEN	50.3%	48.9%	60.0%	23.5%	40.0%	79.5%	74.0%	87.0%	84.1%	25.0%	76.8%	20.6%	80.0%	28.8%	74.7%	9.5%	63.5%	61.0%	88.0%	80.0%	91.5%
OTHER	3.3%	5.3%	-	4.7%	3.8%	1.3%	4.0%	1.4%	2.3%	2.2%	3.6%	4.8%	1.8%	-	4.8%	2.1%	6.3%	2.4%	1.3%	3.3%	-
DK/REFUSED	6.3%	7.4%	2.9%	5.9%	2.5%	5.1%	4.0%	4.3%	2.3%	3.7%	5.8%	1.6%	3.6%	5.5%	7.2%	3.2%	7.9%	4.9%	4.0%	-	4.2%
Net Diff.	-10.3%	-10.6%	-22.9%	42.4%	13.8%	-65.4%	-56.0%	-79.7%	-72.7%	44.1%	-63.0%	52.4%	-65.5%	37.0%	-61.4%	75.8%	-41.3%	-29.3%	-81.3%	-63.3%	-87.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON					
	PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.						
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
DONALD TRUMP	40.0%	66.4%	73.3%	71.9%	61.3%	16.2%	35.0%	4.0%	9.9%	71.7%	21.1%	62.3%	12.7%	88.6%	23.9%	26.5%	7.7%	15.4%	3.3%
JOE BIDEN	50.3%	28.5%	23.3%	21.9%	33.3%	73.5%	50.0%	88.0%	81.7%	23.3%	71.9%	32.5%	74.7%	6.8%	63.4%	67.3%	84.6%	82.1%	90.0%
OTHER	3.3%	1.5%	-	-	2.7%	4.4%	7.5%	4.0%	2.8%	3.3%	3.5%	-	5.1%	1.1%	7.0%	2.0%	1.5%	2.6%	-
DK/REFUSED	6.3%	3.6%	3.3%	6.2%	2.7%	5.9%	7.5%	4.0%	5.6%	1.7%	3.5%	5.2%	7.6%	3.4%	5.6%	4.1%	6.2%	-	6.7%
Net Diff.	-10.3%	38.0%	50.0%	50.0%	28.0%	-57.4%	-15.0%	-84.0%	-71.8%	48.3%	-50.9%	29.9%	-62.0%	81.8%	-39.4%	-40.8%	-76.9%	-66.7%	-86.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 12

	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other	WHITE	NON-WHITE	African Amer. Black	Hispanic/Latino	Asian Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
DONALD TRUMP	40.0%	59.2%	15.4%	8.7%	71.4%	50.0%	66.7%	63.5%	19.0%	8.2%	80.0%	-	100.0%	55.8%	12.5%	9.1%	50.0%	100.0%	33.3%
JOE BIDEN	50.3%	30.8%	76.2%	84.3%	28.6%	-	-	25.7%	75.9%	87.8%	20.0%	-	-	34.7%	76.4%	81.8%	50.0%	-	-
OTHER	3.3%	4.1%	2.3%	1.7%	-	50.0%	-	4.1%	3.4%	2.0%	-	100.0%	-	4.2%	1.4%	1.5%	-	-	-
DK/REFUSED	6.3%	5.9%	6.2%	5.2%	-	-	33.3%	6.8%	1.7%	2.0%	-	-	-	5.3%	9.7%	7.6%	-	-	66.7%
Net Diff.	-10.3%	28.4%	-60.8%	-75.7%	42.9%	50.0%	66.7%	37.8%	-56.9%	-79.6%	60.0%	-	100.0%	21.1%	-63.9%	-72.7%	-	100.0%	33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
DONALD TRUMP	40.0%	34.4%	33.3%	36.5%	42.0%	47.1%	33.8%	42.1%	35.2%	44.8%	37.4%	47.1%	48.4%	43.0%	46.3%	42.2%	43.4%	46.9%
JOE BIDEN	50.3%	50.0%	56.4%	54.1%	46.4%	48.2%	53.5%	49.6%	53.8%	47.4%	51.4%	48.2%	45.2%	49.0%	47.8%	48.4%	48.5%	46.9%
OTHER	3.3%	6.2%	5.1%	2.7%	4.3%	-	5.6%	2.2%	4.1%	1.9%	4.2%	-	6.5%	2.0%	3.0%	3.1%	4.0%	-
DK/REFUSED	6.3%	9.4%	5.1%	6.8%	7.2%	4.7%	7.0%	6.1%	6.9%	5.8%	7.0%	4.7%	-	6.0%	3.0%	6.2%	4.0%	6.2%
Net Diff.	-10.3%	-15.6%	-23.1%	-17.6%	-4.3%	-1.2%	-19.7%	-7.5%	-18.6%	-2.6%	-14.0%	-1.2%	3.2%	-6.0%	-1.5%	-6.2%	-5.1%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE				GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
DONALD TRUMP	40.0%	22.5%	41.4%	25.6%	46.7%	32.2%	47.2%	43.9%	36.9%	43.0%	39.0%	38.0%	25.0%	26.2%	40.6%	61.8%	41.9%
JOE BIDEN	50.3%	60.0%	50.0%	59.0%	46.7%	53.9%	49.1%	47.7%	52.4%	51.0%	51.0%	49.0%	53.1%	66.7%	46.9%	35.3%	49.4%
OTHER	3.3%	5.0%	2.3%	5.1%	1.1%	4.3%	-	3.8%	3.0%	3.0%	3.0%	4.0%	6.2%	7.1%	3.1%	2.9%	1.9%
DK/REFUSED	6.3%	12.5%	6.2%	10.3%	5.6%	9.6%	3.8%	4.5%	7.7%	3.0%	7.0%	9.0%	15.6%	-	9.4%	-	6.9%
Net Diff.	-10.3%	-37.5%	-8.6%	-33.3%	-	-21.7%	-1.9%	-3.8%	-15.5%	-8.0%	-12.0%	-11.0%	-28.1%	-40.5%	-6.2%	26.5%	-7.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

20. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
DONALD TRUMP	40.0%	37.1%	38.2%	42.2%	40.0%	48.6%	32.1%	58.3%	65.0%	25.0%	-	20.0%	50.0%	15.4%
JOE BIDEN	50.3%	51.7%	49.1%	51.6%	53.3%	42.9%	42.9%	20.8%	15.0%	50.0%	100.0%	66.7%	50.0%	69.2%
OTHER	3.3%	4.3%	3.6%	3.1%	3.3%	-	10.7%	4.2%	5.0%	-	-	6.7%	-	7.7%
DK/REFUSED	6.3%	6.9%	9.1%	3.1%	3.3%	8.6%	14.3%	16.7%	15.0%	25.0%	-	6.7%	-	7.7%
Net Diff.	-10.3%	-14.7%	-10.9%	-9.4%	-13.3%	5.7%	-10.7%	37.5%	50.0%	-25.0%	-100%	-46.7%	-	-53.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
YES	22.3%	25.0%	26.7%	14.8%	21.1%	29.5%	28.1%	33.3%	20.6%	20.9%	-	23.8%	23.2%	40.0%	22.7%
NO	76.0%	73.0%	71.7%	84.1%	77.0%	70.5%	71.9%	66.7%	77.9%	77.5%	100.0%	74.8%	75.4%	60.0%	72.7%
DK/REFUSED	1.7%	2.0%	1.7%	1.1%	2.0%	-	-	-	1.5%	1.6%	-	1.4%	1.4%	-	4.5%
Net Diff.	-53.7%	-48.0%	-45.0%	-69.3%	-55.9%	-40.9%	-43.8%	-33.3%	-57.3%	-56.6%	-100%	-51.0%	-52.1%	-20.0%	-50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
YES	22.3%	20.2%	27.9%	24.0%	20.5%	10.0%	15.8%	22.8%	24.2%	27.9%	26.3%	20.2%	21.5%	19.5%	24.0%	23.3%	23.0%	14.3%	50.0%	15.6%	19.7%
NO	76.0%	77.9%	72.1%	73.3%	78.2%	90.0%	78.9%	74.7%	74.7%	69.8%	73.7%	78.7%	76.5%	77.9%	72.0%	76.7%	76.1%	85.7%	50.0%	81.2%	77.8%
DK/REFUSED	1.7%	1.9%	-	2.7%	1.3%	-	5.3%	2.5%	1.1%	2.3%	-	1.1%	2.0%	2.6%	4.0%	-	0.9%	-	-	3.1%	2.6%
Net Diff.	-53.7%	-57.7%	-44.2%	-49.3%	-57.7%	-80.0%	-63.2%	-51.9%	-50.5%	-41.9%	-47.4%	-58.4%	-55.0%	-58.4%	-48.0%	-53.3%	-53.1%	-71.4%	-	-65.6%	-58.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
YES	22.3%	22.2%	33.3%	31.0%	25.0%	23.2%	25.0%	13.9%	30.6%	45.5%	11.8%	30.0%	21.6%	19.9%	100.0%	22.9%	23.2%	-	23.8%
NO	76.0%	77.8%	66.7%	66.7%	73.4%	74.7%	75.0%	84.8%	66.7%	54.5%	88.2%	60.0%	77.0%	78.7%	-	75.7%	75.4%	100.0%	71.4%
DK/REFUSED	1.7%	-	-	2.4%	1.6%	2.0%	-	1.3%	2.8%	-	-	10.0%	1.4%	1.5%	-	1.4%	1.4%	-	4.8%
Net Diff.	-53.7%	-55.6%	-33.3%	-35.7%	-48.4%	-51.5%	-50.0%	-70.9%	-36.1%	-9.1%	-76.5%	-30.0%	-55.4%	-58.8%	100.0%	-52.9%	-52.2%	-100%	-47.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
YES	22.3%	20.5%	19.3%	50.0%	25.4%	24.5%	50.0%	20.0%	19.0%	21.0%	18.9%	50.0%	22.5%	23.1%	-	33.3%	18.9%	25.0%	21.4%	12.9%	18.8%		
NO	76.0%	78.1%	79.3%	50.0%	72.8%	73.6%	50.0%	77.1%	79.8%	77.3%	79.3%	50.0%	75.8%	75.2%	100.0%	66.7%	78.4%	72.2%	76.8%	87.1%	75.0%		
DK/REFUSED	1.7%	1.3%	1.4%	-	1.8%	1.8%	-	2.9%	1.2%	1.7%	1.8%	-	1.7%	1.7%	-	-	2.7%	2.8%	1.8%	-	6.2%		
Net Diff.	-53.7%	-57.6%	-60.0%	-	-47.4%	-49.1%	-	-57.1%	-60.7%	-56.3%	-60.4%	-	-53.3%	-52.1%	-100%	-33.3%	-59.5%	-47.2%	-55.4%	-74.2%	-56.2%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
YES	22.3%	24.4%	12.2%	25.2%	17.7%	22.9%	22.7%	23.5%	14.6%	22.5%	21.8%	20.5%	22.6%	21.9%	22.6%	20.7%	21.4%	26.5%	27.8%	16.7%	50.0%
NO	76.0%	74.1%	85.1%	73.9%	80.0%	75.4%	75.3%	74.8%	82.9%	76.4%	75.2%	78.3%	74.2%	77.0%	74.2%	77.2%	76.4%	73.5%	72.2%	83.3%	50.0%
DK/REFUSED	1.7%	1.5%	2.7%	0.9%	2.3%	1.7%	2.1%	1.7%	2.4%	1.1%	3.0%	1.2%	3.2%	1.1%	3.2%	2.2%	2.1%	-	-	-	-
Net Diff.	-53.7%	-49.8%	-73.0%	-48.7%	-62.3%	-52.6%	-52.6%	-51.3%	-68.3%	-53.8%	-53.5%	-57.8%	-51.6%	-55.1%	-51.6%	-56.5%	-55.0%	-47.1%	-44.4%	-66.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
YES	22.3%	30.0%	17.5%	25.7%	13.5%	24.1%	27.3%	18.8%	23.3%	19.6%	33.3%	19.8%	40.9%	33.3%	19.1%	26.7%
NO	76.0%	67.5%	80.7%	74.3%	84.6%	73.5%	72.7%	78.8%	74.4%	80.4%	66.7%	78.1%	59.1%	66.7%	78.7%	73.3%
DK/REFUSED	1.7%	2.5%	1.8%	-	1.9%	2.4%	-	2.5%	2.3%	-	-	2.1%	-	-	2.1%	-
Net Diff.	-53.7%	-37.5%	-63.2%	-48.6%	-71.2%	-49.4%	-45.5%	-60.0%	-51.2%	-60.9%	-33.3%	-58.3%	-18.2%	-33.3%	-59.6%	-46.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106	
YES	22.3%	24.6%	11.5%	30.0%	41.7%	16.7%	13.3%	22.3%	21.9%	22.7%	-	22.6%	6.2%	34.4%	33.9%	21.4%	12.0%	30.3%	16.7%	17.9%	
NO	76.0%	75.4%	84.6%	68.9%	56.2%	83.3%	86.7%	77.0%	78.1%	76.0%	100.0%	77.4%	93.8%	65.6%	64.4%	78.6%	86.7%	69.7%	83.3%	81.1%	
DK/REFUSED	1.7%	-	3.8%	1.1%	2.1%	-	-	0.7%	-	1.3%	-	-	-	-	1.7%	-	1.3%	-	-	0.9%	
Net Diff.	-53.7%	-50.8%	-73.1%	-38.9%	-14.6%	-66.7%	-73.3%	-54.7%	-56.2%	-53.3%	-100%	-54.8%	-87.5%	-31.2%	-30.5%	-57.1%	-74.7%	-39.4%	-66.7%	-63.2%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
YES	22.3%	29.8%	11.1%	34.4%	29.1%	9.1%	22.7%	19.2%	21.9%	40.0%	100.0%	-	17.1%	27.3%	18.3%	28.6%	16.3%	25.9%	18.1%	22.6%
NO	76.0%	68.4%	88.9%	65.6%	69.1%	90.9%	77.3%	79.2%	76.8%	60.0%	-	100.0%	80.9%	72.7%	78.3%	71.4%	82.6%	74.1%	79.8%	77.4%
DK/REFUSED	1.7%	1.8%	-	-	1.8%	-	-	1.7%	1.3%	-	-	-	2.0%	-	3.3%	-	1.1%	-	2.1%	-
Net Diff.	-53.7%	-38.6%	-77.8%	-31.2%	-40.0%	-81.8%	-54.5%	-60.0%	-55.0%	-20.0%	100.0%	-100%	-63.8%	-45.5%	-60.0%	-42.9%	-66.3%	-48.3%	-61.7%	-54.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
YES	22.3%	15.5%	32.2%	13.5%	28.8%	24.6%	21.4%	29.7%	16.0%	20.0%	25.0%	22.8%	17.0%	28.6%	24.7%	20.6%	23.5%	17.2%	28.5%	23.2%	25.0%
NO	76.0%	82.8%	67.8%	84.6%	71.2%	74.6%	77.8%	70.3%	82.0%	78.6%	75.0%	77.2%	81.1%	69.0%	75.3%	76.5%	76.5%	80.4%	71.5%	75.4%	75.0%
DK/REFUSED	1.7%	1.7%	-	1.9%	-	0.7%	0.8%	-	2.0%	1.4%	-	-	1.9%	2.4%	-	2.9%	-	2.5%	-	1.4%	-
Net Diff.	-53.7%	-67.2%	-35.6%	-71.2%	-42.3%	-50.0%	-56.3%	-40.6%	-66.0%	-58.6%	-50.0%	-54.3%	-64.2%	-40.5%	-50.7%	-55.9%	-52.9%	-63.2%	-43.1%	-52.2%	-50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
YES	22.3%	12.8%	31.4%	18.8%	22.5%	15.4%	38.0%	10.1%	36.4%	22.1%	25.4%	28.6%	23.6%	16.4%	26.5%	20.0%	22.2%	26.8%	28.0%	20.0%	25.4%
NO	76.0%	84.0%	68.6%	78.8%	77.5%	82.1%	62.0%	87.0%	63.6%	77.2%	73.2%	69.8%	76.4%	83.6%	71.1%	78.9%	77.8%	73.2%	69.3%	80.0%	71.8%
DK/REFUSED	1.7%	3.2%	-	2.4%	-	2.6%	-	2.9%	-	0.7%	1.4%	1.6%	-	-	2.4%	1.1%	-	-	2.7%	-	2.8%
Net Diff.	-53.7%	-71.3%	-37.1%	-60.0%	-55.0%	-66.7%	-24.0%	-76.8%	-27.3%	-55.1%	-47.8%	-41.3%	-52.7%	-67.1%	-44.6%	-58.9%	-55.6%	-46.3%	-41.3%	-60.0%	-46.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
YES	22.3%	19.7%	23.3%	21.9%	17.3%	27.2%	20.0%	16.0%	35.2%	26.7%	24.6%	14.3%	29.1%	18.2%	22.5%	22.4%	32.3%	15.4%	30.0%
NO	76.0%	78.8%	73.3%	78.1%	81.3%	72.1%	80.0%	84.0%	63.4%	71.7%	75.4%	84.4%	69.6%	80.7%	77.5%	75.5%	66.2%	82.1%	68.3%
DK/REFUSED	1.7%	1.5%	3.3%	-	1.3%	0.7%	-	-	1.4%	1.7%	-	1.3%	1.3%	1.1%	-	2.0%	1.5%	2.6%	1.7%
Net Diff.	-53.7%	-59.1%	-50.0%	-56.2%	-64.0%	-44.9%	-60.0%	-68.0%	-28.2%	-45.0%	-50.9%	-70.1%	-40.5%	-62.5%	-54.9%	-53.1%	-33.8%	-66.7%	-38.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
YES	22.3%	20.1%	24.6%	20.9%	28.6%	100.0%	66.7%	25.7%	20.7%	14.3%	40.0%	100.0%	66.7%	15.8%	27.8%	25.8%	-	100.0%	66.7%
NO	76.0%	78.1%	73.8%	77.4%	71.4%	-	33.3%	71.6%	79.3%	85.7%	60.0%	-	33.3%	83.2%	69.4%	71.2%	100.0%	-	33.3%
DK/REFUSED	1.7%	1.8%	1.5%	1.7%	-	-	-	2.7%	-	-	-	-	-	1.1%	2.8%	3.0%	-	-	-
Net Diff.	-53.7%	-58.0%	-49.2%	-56.5%	-42.9%	100.0%	33.3%	-45.9%	-58.6%	-71.4%	-20.0%	100.0%	33.3%	-67.4%	-41.7%	-45.5%	-100%	100.0%	33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
YES	22.3%	18.8%	48.7%	33.8%	14.5%	8.2%	35.2%	18.4%	34.5%	11.0%	28.0%	8.2%	35.5%	20.0%	32.8%	14.1%	26.3%	15.6%
NO	76.0%	81.2%	51.3%	62.2%	84.1%	90.6%	64.8%	79.4%	63.4%	87.7%	70.1%	90.6%	64.5%	78.0%	65.7%	84.4%	72.7%	81.2%
DK/REFUSED	1.7%	-	-	4.1%	1.4%	1.2%	-	2.2%	2.1%	1.3%	1.9%	1.2%	-	2.0%	1.5%	1.6%	1.0%	3.1%
Net Diff.	-53.7%	-62.5%	-2.6%	-28.4%	-69.6%	-82.4%	-29.6%	-61.0%	-29.0%	-76.6%	-42.1%	-82.4%	-29.0%	-58.0%	-32.8%	-70.3%	-46.5%	-65.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4		
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160	
YES	22.3%	35.0%	17.2%	35.9%	8.9%	29.6%	3.8%	23.5%	21.4%	13.0%	24.0%	30.0%	28.1%	19.0%	21.9%	29.4%	20.6%	
NO	76.0%	65.0%	80.5%	61.5%	90.0%	67.8%	96.2%	75.0%	76.8%	86.0%	74.0%	68.0%	71.9%	81.0%	78.1%	70.6%	76.2%	
DK/REFUSED	1.7%	-	2.3%	2.6%	1.1%	2.6%	-	1.5%	1.8%	1.0%	2.0%	2.0%	-	-	-	-	3.1%	
Net Diff.	-53.7%	-30.0%	-63.3%	-25.6%	-81.1%	-38.3%	-92.5%	-51.5%	-55.4%	-73.0%	-50.0%	-38.0%	-43.8%	-61.9%	-56.2%	-41.2%	-55.6%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

21. Are there children in your household under the age of 18 years old?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
YES	22.3%	24.1%	21.8%	20.3%	20.0%	22.9%	25.0%	29.2%	35.0%	-	-	26.7%	-	30.8%
NO	76.0%	75.0%	78.2%	76.6%	76.7%	74.3%	75.0%	70.8%	65.0%	100.0%	100.0%	73.3%	100.0%	69.2%
DK/REFUSED	1.7%	0.9%	-	3.1%	3.3%	2.9%	-	-	-	-	-	-	-	-
Net Diff.	-53.7%	-50.9%	-56.4%	-56.2%	-56.7%	-51.4%	-50.0%	-41.7%	-30.0%	-100%	-100%	-46.7%	-100%	-38.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
YES	50.7%	51.3%	43.3%	54.5%	53.5%	34.1%	28.1%	50.0%	67.9%	67.4%	100.0%	36.7%	37.3%	20.0%	40.9%
NO	40.3%	38.8%	43.3%	40.9%	37.9%	54.5%	62.5%	33.3%	22.1%	22.5%	-	54.4%	53.5%	80.0%	54.5%
DK/REFUSED	9.0%	9.9%	13.3%	4.5%	8.6%	11.4%	9.4%	16.7%	9.9%	10.1%	-	8.8%	9.2%	-	4.5%
Net Diff.	10.3%	12.5%	-	13.6%	15.6%	-20.5%	-34.4%	16.7%	45.8%	45.0%	100.0%	-17.7%	-16.2%	-60.0%	-13.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
YES	50.7%	66.3%	37.2%	46.7%	41.0%	40.0%	52.6%	51.9%	51.1%	60.5%	42.1%	43.8%	53.0%	57.1%	64.0%	35.0%	48.7%	71.4%	75.0%	50.0%	50.4%
NO	40.3%	27.9%	58.1%	38.7%	48.7%	60.0%	36.8%	34.2%	41.2%	30.2%	57.9%	47.2%	36.9%	33.8%	28.0%	53.3%	43.4%	28.6%	-	43.8%	38.5%
DK/REFUSED	9.0%	5.8%	4.7%	14.7%	10.3%	-	10.5%	13.9%	7.7%	9.3%	-	9.0%	10.1%	9.1%	8.0%	11.7%	8.0%	-	25.0%	6.2%	11.1%
Net Diff.	10.3%	38.5%	-20.9%	8.0%	-7.7%	-20.0%	15.8%	17.7%	9.9%	30.2%	-15.8%	-3.4%	16.1%	23.4%	36.0%	-18.3%	5.3%	42.9%	75.0%	6.2%	12.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
YES	50.7%	55.6%	66.7%	52.4%	47.7%	60.6%	33.3%	60.8%	44.4%	9.1%	41.2%	40.0%	65.5%	65.4%	66.7%	37.9%	38.4%	-	38.1%
NO	40.3%	33.3%	33.3%	38.1%	43.0%	27.3%	60.4%	32.9%	52.8%	90.9%	52.9%	10.0%	25.2%	25.0%	33.3%	53.6%	52.9%	100.0%	52.4%
DK/REFUSED	9.0%	11.1%	-	9.5%	9.4%	12.1%	6.2%	6.3%	2.8%	-	5.9%	50.0%	9.4%	9.6%	-	8.6%	8.7%	-	9.5%
Net Diff.	10.3%	22.2%	33.3%	14.3%	4.7%	33.3%	-27.1%	27.8%	-8.3%	-81.8%	-11.8%	30.0%	40.3%	40.4%	33.3%	-15.7%	-14.5%	-100%	-14.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
YES	50.7%	62.9%	63.4%	50.0%	38.6%	38.2%	50.0%	37.1%	69.0%	71.4%	72.1%	62.5%	41.7%	41.9%	33.3%	20.8%	32.4%	69.4%	72.3%	41.9%	37.5%		
NO	40.3%	27.8%	28.3%	16.7%	52.6%	52.7%	50.0%	54.3%	25.0%	21.0%	20.7%	25.0%	47.5%	47.0%	66.7%	70.8%	59.5%	22.2%	20.5%	45.2%	56.2%		
DK/REFUSED	9.0%	9.3%	8.3%	33.3%	8.8%	9.1%	-	8.6%	6.0%	7.6%	7.2%	12.5%	10.8%	11.1%	-	8.3%	8.1%	8.3%	7.1%	12.9%	6.2%		
Net Diff.	10.3%	35.1%	35.2%	33.3%	-14.0%	-14.5%	-	-17.1%	44.0%	50.4%	51.4%	37.5%	-5.8%	-5.1%	-33.3%	-50.0%	-27.0%	47.2%	51.8%	-3.2%	-18.8%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRM IF REQUIRED		EXPAND MEDICAID		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
YES	50.7%	42.9%	67.6%	40.9%	60.8%	48.6%	49.5%	54.3%	34.1%	44.5%	57.4%	66.3%	41.9%	51.3%	41.9%	68.5%	42.1%	44.1%	40.7%	50.0%	100.0%
NO	40.3%	47.3%	24.3%	53.0%	33.1%	40.6%	45.4%	37.2%	61.0%	46.2%	33.7%	25.3%	48.4%	39.6%	48.4%	25.0%	48.6%	44.1%	44.4%	50.0%	-
DK/REFUSED	9.0%	9.8%	8.1%	6.1%	6.2%	10.9%	5.2%	8.5%	4.9%	9.3%	8.9%	8.4%	9.7%	9.1%	9.7%	6.5%	9.3%	11.8%	14.8%	-	-
Net Diff.	10.3%	-4.4%	43.2%	-12.2%	27.7%	8.0%	4.1%	17.1%	-26.8%	-1.6%	23.8%	41.0%	-6.5%	11.7%	-6.5%	43.5%	-6.4%	-	-3.7%	-	100.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
YES	50.7%	65.0%	29.8%	48.6%	71.2%	50.6%	39.4%	70.0%	39.5%	45.7%	58.3%	43.8%	40.9%	66.7%	44.7%	40.0%
NO	40.3%	30.0%	64.9%	40.0%	21.2%	37.3%	48.5%	23.8%	55.8%	41.3%	33.3%	45.8%	50.0%	33.3%	44.7%	53.3%
DK/REFUSED	9.0%	5.0%	5.3%	11.4%	7.7%	12.0%	12.1%	6.2%	4.7%	13.0%	8.3%	10.4%	9.1%	-	10.6%	6.7%
Net Diff.	10.3%	35.0%	-35.1%	8.6%	50.0%	13.3%	-9.1%	46.2%	-16.3%	4.3%	25.0%	-2.1%	-9.1%	33.3%	-	-13.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
YES	50.7%	72.1%	69.2%	27.8%	22.9%	33.3%	43.3%	66.9%	62.5%	70.7%	75.0%	19.4%	34.4%	62.5%	32.2%	53.6%	70.7%	24.2%	33.3%	68.9%
NO	40.3%	21.3%	26.9%	64.4%	70.8%	57.1%	51.7%	23.0%	29.7%	17.3%	12.5%	74.2%	65.6%	29.7%	59.3%	35.7%	17.3%	69.7%	62.5%	22.6%
DK/REFUSED	9.0%	6.6%	3.8%	7.8%	6.2%	9.5%	5.0%	10.1%	7.8%	12.0%	12.5%	6.5%	-	7.8%	8.5%	10.7%	12.0%	6.1%	4.2%	8.5%
Net Diff.	10.3%	50.8%	42.3%	-36.7%	-47.9%	-23.8%	-8.3%	43.9%	32.8%	53.3%	62.5%	-54.8%	-31.2%	32.8%	-27.1%	17.9%	53.3%	-45.5%	-29.2%	46.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
YES	50.7%	29.8%	50.0%	62.5%	30.9%	48.5%	72.7%	70.0%	37.1%	10.0%	38.8%	53.9%	100.0%	-	100.0%	-	100.0%	-	100.0%	-
NO	40.3%	61.4%	44.4%	25.0%	60.0%	45.5%	18.2%	22.5%	55.0%	80.0%	49.3%	38.6%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
DK/REFUSED	9.0%	8.8%	5.6%	12.5%	9.1%	6.1%	9.1%	7.5%	7.9%	10.0%	11.9%	7.5%	-	-	-	-	-	-	-	-
Net Diff.	10.3%	-31.6%	5.6%	37.5%	-29.1%	3.0%	54.5%	47.5%	-17.9%	-70.0%	-10.4%	15.4%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
YES	50.7%	100.0%	-	100.0%	-	56.7%	41.3%	46.9%	30.0%	65.7%	48.7%	55.4%	49.1%	59.5%	35.6%	64.7%	35.3%	54.6%	45.4%	55.1%	33.3%
NO	40.3%	-	100.0%	-	100.0%	37.3%	53.2%	45.3%	66.0%	30.0%	44.7%	38.0%	43.4%	35.7%	60.3%	32.4%	60.3%	35.6%	48.5%	39.1%	60.0%
DK/REFUSED	9.0%	-	-	-	-	6.0%	5.6%	7.8%	4.0%	4.3%	6.6%	6.5%	7.5%	4.8%	4.1%	2.9%	4.4%	9.8%	6.2%	5.8%	6.7%
Net Diff.	10.3%	100.0%	-100%	100.0%	-100%	19.4%	-11.9%	1.6%	-36.0%	35.7%	3.9%	17.4%	5.7%	23.8%	-24.7%	32.4%	-25.0%	19.0%	-3.1%	15.9%	-26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
YES	50.7%	54.3%	55.7%	61.2%	48.8%	47.4%	40.0%	49.3%	38.6%	68.4%	34.1%	57.1%	30.9%	78.1%	36.1%	72.6%	33.3%	58.5%	34.7%	60.0%	36.6%
NO	40.3%	33.0%	38.6%	29.4%	46.2%	42.3%	52.0%	42.0%	52.3%	25.7%	57.2%	36.5%	65.5%	16.4%	51.8%	23.2%	58.7%	31.7%	56.0%	33.3%	53.5%
DK/REFUSED	9.0%	12.8%	5.7%	9.4%	5.0%	10.3%	8.0%	8.7%	9.1%	5.9%	8.7%	6.3%	3.6%	5.5%	12.0%	4.2%	7.9%	9.8%	9.3%	6.7%	9.9%
Net Diff.	10.3%	21.3%	17.1%	31.8%	2.5%	5.1%	-12.0%	7.2%	-13.6%	42.6%	-23.2%	20.6%	-34.5%	61.6%	-15.7%	49.5%	-25.4%	26.8%	-21.3%	26.7%	-16.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
YES	50.7%	72.3%	83.3%	87.5%	61.3%	27.9%	42.5%	12.0%	25.4%	66.7%	22.8%	76.6%	31.6%	80.7%	26.8%	57.1%	29.2%	59.0%	30.0%
NO	40.3%	20.4%	13.3%	6.2%	29.3%	64.0%	47.5%	84.0%	66.2%	30.0%	71.9%	13.0%	58.2%	15.9%	63.4%	28.6%	64.6%	28.2%	63.3%
DK/REFUSED	9.0%	7.3%	3.3%	6.2%	9.3%	8.1%	10.0%	4.0%	8.5%	3.3%	5.3%	10.4%	10.1%	3.4%	9.9%	14.3%	6.2%	12.8%	6.7%
Net Diff.	10.3%	51.8%	70.0%	81.2%	32.0%	-36.0%	-5.0%	-72.0%	-40.8%	36.7%	-49.1%	63.6%	-26.6%	64.8%	-36.6%	28.6%	-35.4%	30.8%	-33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
YES	50.7%	55.6%	44.6%	45.2%	28.6%	-	66.7%	56.8%	31.0%	32.7%	20.0%	-	33.3%	54.7%	55.6%	54.5%	50.0%	-	100.0%
NO	40.3%	36.7%	45.4%	45.2%	71.4%	50.0%	16.7%	36.5%	62.1%	61.2%	80.0%	100.0%	33.3%	36.8%	31.9%	33.3%	50.0%	-	-
DK/REFUSED	9.0%	7.7%	10.0%	9.6%	-	50.0%	16.7%	6.8%	6.9%	6.1%	-	-	33.3%	8.4%	12.5%	12.1%	-	100.0%	-
Net Diff.	10.3%	18.9%	-0.8%	-	-42.9%	-50.0%	50.0%	20.3%	-31.0%	-28.6%	-60.0%	-100%	-	17.9%	23.6%	21.2%	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
YES	50.7%	40.6%	43.6%	52.7%	53.6%	54.1%	42.3%	53.5%	47.6%	53.9%	49.5%	54.1%	32.3%	50.0%	41.8%	50.0%	44.4%	50.0%
NO	40.3%	50.0%	48.7%	36.5%	34.8%	40.0%	49.3%	37.3%	42.8%	37.7%	40.2%	40.0%	64.5%	42.0%	52.2%	42.2%	48.5%	43.8%
DK/REFUSED	9.0%	9.4%	7.7%	10.8%	11.6%	5.9%	8.5%	9.2%	9.7%	8.4%	10.3%	5.9%	3.2%	8.0%	6.0%	7.8%	7.1%	6.2%
Net Diff.	10.3%	-9.4%	-5.1%	16.2%	18.8%	14.1%	-7.0%	16.2%	4.8%	16.2%	9.3%	14.1%	-32.3%	8.0%	-10.4%	7.8%	-4.0%	6.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
YES	50.7%	50.0%	56.2%	52.6%	56.7%	53.9%	56.6%	45.5%	54.8%	57.0%	49.0%	46.0%	34.4%	45.2%	50.0%	52.9%	55.0%
NO	40.3%	37.5%	33.6%	34.6%	34.4%	33.0%	37.7%	47.7%	34.5%	39.0%	40.0%	42.0%	59.4%	47.6%	37.5%	41.2%	35.0%
DK/REFUSED	9.0%	12.5%	10.2%	12.8%	8.9%	13.0%	5.7%	6.8%	10.7%	4.0%	11.0%	12.0%	6.2%	7.1%	12.5%	5.9%	10.0%
Net Diff.	10.3%	12.5%	22.7%	17.9%	22.2%	20.9%	18.9%	-2.3%	20.2%	18.0%	9.0%	4.0%	-25.0%	-2.4%	12.5%	11.8%	20.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

22. Do you consider yourself to be an Evangelical, or Born Again Christian?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
YES	50.7%	47.4%	56.4%	48.4%	43.3%	62.9%	35.7%	58.3%	60.0%	50.0%	100.0%	33.3%	50.0%	30.8%	
NO	40.3%	43.1%	36.4%	46.9%	33.3%	31.4%	46.4%	33.3%	30.0%	50.0%	-	60.0%	50.0%	61.5%	
DK/REFUSED	9.0%	9.5%	7.3%	4.7%	23.3%	5.7%	17.9%	8.3%	10.0%	-	-	6.7%	-	7.7%	
Net Diff.	10.3%	4.3%	20.0%	1.6%	10.0%	31.4%	-10.7%	25.0%	30.0%	-	100.0%	-26.7%	-	-30.8%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
YES	44.7%	42.8%	38.3%	52.3%	47.3%	29.5%	25.0%	41.7%	56.5%	56.6%	50.0%	35.4%	34.5%	60.0%	36.4%
NO	42.0%	42.1%	53.3%	34.1%	38.7%	61.4%	65.6%	50.0%	22.9%	22.5%	50.0%	58.5%	59.2%	40.0%	45.5%
DK/REFUSED	13.3%	15.1%	8.3%	13.6%	14.1%	9.1%	9.4%	8.3%	20.6%	20.9%	-	6.1%	6.3%	-	18.2%
Net Diff.	2.7%	0.7%	-15.0%	18.2%	8.6%	-31.8%	-40.6%	-8.3%	33.6%	34.1%	-	-23.1%	-24.6%	20.0%	-9.1%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
YES	44.7%	51.9%	44.2%	48.0%	32.1%	50.0%	52.6%	48.1%	41.8%	62.8%	47.4%	50.6%	35.6%	44.2%	56.0%	46.7%	38.9%	42.9%	75.0%	53.1%	49.6%
NO	42.0%	28.8%	46.5%	38.7%	60.3%	45.0%	42.1%	31.6%	46.2%	18.6%	47.4%	33.7%	53.0%	44.2%	16.0%	40.0%	53.1%	42.9%	25.0%	40.6%	35.0%
DK/REFUSED	13.3%	19.2%	9.3%	13.3%	7.7%	5.0%	5.3%	20.3%	12.1%	18.6%	5.3%	15.7%	11.4%	11.7%	28.0%	13.3%	8.0%	14.3%	-	6.2%	15.4%
Net Diff.	2.7%	23.1%	-2.3%	9.3%	-28.2%	5.0%	10.5%	16.5%	-4.4%	44.2%	-	16.9%	-17.4%	-	40.0%	6.7%	-14.2%	-	50.0%	12.5%	14.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
YES	44.7%	66.7%	100.0%	59.5%	52.3%	49.5%	41.7%	46.8%	47.2%	9.1%	52.9%	10.0%	59.0%	58.8%	66.7%	35.7%	36.2%	-	9.5%
NO	42.0%	33.3%	-	26.2%	31.2%	34.3%	54.2%	39.2%	41.7%	90.9%	47.1%	20.0%	21.6%	22.1%	-	57.9%	57.2%	100.0%	71.4%
DK/REFUSED	13.3%	-	-	14.3%	16.4%	16.2%	4.2%	13.9%	11.1%	-	-	70.0%	19.4%	19.1%	33.3%	6.4%	6.5%	-	19.0%
Net Diff.	2.7%	33.3%	100.0%	33.3%	21.1%	15.2%	-12.5%	7.6%	5.6%	-81.8%	5.9%	-10.0%	37.4%	36.8%	66.7%	-22.1%	-21.0%	-100%	-61.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
YES	44.7%	53.0%	53.1%	50.0%	41.2%	39.1%	100.0%	20.0%	52.4%	58.0%	57.7%	62.5%	39.2%	37.6%	100.0%	41.7%	21.6%	55.6%	56.2%	41.9%	6.2%		
NO	42.0%	27.8%	27.6%	33.3%	53.5%	55.5%	-	65.7%	26.2%	21.8%	21.6%	25.0%	52.5%	53.8%	-	54.2%	64.9%	22.2%	22.3%	45.2%	75.0%		
DK/REFUSED	13.3%	19.2%	19.3%	16.7%	5.3%	5.5%	-	14.3%	21.4%	20.2%	20.7%	12.5%	8.3%	8.5%	-	4.2%	13.5%	22.2%	21.4%	12.9%	18.8%		
Net Diff.	2.7%	25.2%	25.5%	16.7%	-12.3%	-16.4%	100.0%	-45.7%	26.2%	36.1%	36.0%	37.5%	-13.3%	-16.2%	100.0%	-12.5%	-43.2%	33.3%	33.9%	-3.2%	-68.8%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
YES	44.7%	47.3%	43.2%	53.0%	42.3%	42.9%	49.5%	47.0%	48.8%	41.8%	48.5%	55.4%	29.0%	46.0%	29.0%	60.9%	32.9%	47.1%	53.7%	25.0%	-
NO	42.0%	41.0%	44.6%	39.1%	43.1%	39.4%	44.3%	38.0%	51.2%	48.9%	31.7%	24.1%	51.6%	41.1%	51.6%	23.9%	59.3%	30.9%	29.6%	41.7%	-
DK/REFUSED	13.3%	11.7%	12.2%	7.8%	14.6%	17.7%	6.2%	15.0%	-	9.3%	19.8%	20.5%	19.4%	12.8%	19.4%	15.2%	7.9%	22.1%	16.7%	33.3%	100.0%
Net Diff.	2.7%	6.3%	-1.4%	13.9%	-0.8%	3.4%	5.2%	9.0%	-2.4%	-7.1%	16.8%	31.3%	-22.6%	4.9%	-22.6%	37.0%	-26.4%	16.2%	24.1%	-16.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
YES	44.7%	65.0%	36.8%	48.6%	57.7%	30.1%	45.5%	60.0%	48.8%	50.0%	66.7%	26.0%	40.9%	83.3%	26.6%	26.7%
NO	42.0%	20.0%	57.9%	25.7%	26.9%	60.2%	36.4%	23.8%	48.8%	28.3%	25.0%	64.6%	36.4%	16.7%	63.8%	46.7%
DK/REFUSED	13.3%	15.0%	5.3%	25.7%	15.4%	9.6%	18.2%	16.2%	2.3%	21.7%	8.3%	9.4%	22.7%	-	9.6%	26.7%
Net Diff.	2.7%	45.0%	-21.1%	22.9%	30.8%	-30.1%	9.1%	36.2%	-	21.7%	41.7%	-38.5%	4.5%	66.7%	-37.2%	-20.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORTER	TRADITIONAL REPUBLIC.	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
YES	44.7%	62.3%	57.7%	30.0%	25.0%	35.7%	41.7%	56.1%	57.8%	54.7%	37.5%	22.6%	43.8%	65.6%	33.9%	39.3%	48.0%	60.6%	45.8%	55.7%
NO	42.0%	21.3%	34.6%	66.7%	72.9%	59.5%	46.7%	25.2%	31.2%	20.0%	62.5%	74.2%	50.0%	15.6%	62.7%	42.9%	33.3%	39.4%	41.7%	26.4%
DK/REFUSED	13.3%	16.4%	7.7%	3.3%	2.1%	4.8%	11.7%	18.7%	10.9%	25.3%	-	3.2%	6.2%	18.8%	3.4%	17.9%	18.7%	-	12.5%	17.9%
Net Diff.	2.7%	41.0%	23.1%	-36.7%	-47.9%	-23.8%	-5.0%	30.9%	26.6%	34.7%	-25.0%	-51.6%	-6.2%	50.0%	-28.8%	-3.6%	14.7%	21.2%	4.2%	29.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
YES	44.7%	12.3%	38.9%	59.4%	12.7%	39.4%	54.5%	56.7%	35.1%	80.0%	49.3%	43.9%	50.0%	41.3%	50.0%	46.0%	50.0%	36.2%	54.3%	56.5%
NO	42.0%	82.5%	50.0%	21.9%	81.8%	48.5%	27.3%	21.7%	59.6%	20.0%	40.3%	43.0%	34.2%	55.4%	25.0%	52.4%	40.2%	58.6%	27.7%	37.1%
DK/REFUSED	13.3%	5.3%	11.1%	18.8%	5.5%	12.1%	18.2%	21.7%	5.3%	-	10.4%	13.2%	15.8%	3.3%	25.0%	1.6%	9.8%	5.2%	18.1%	6.5%
Net Diff.	2.7%	-70.2%	-11.1%	37.5%	-69.1%	-9.1%	27.3%	35.0%	-24.5%	60.0%	9.0%	0.9%	15.8%	-14.0%	25.0%	-6.3%	9.8%	-22.4%	26.6%	19.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
YES	44.7%	43.1%	25.4%	42.3%	21.2%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	42.3%	50.0%	49.3%	50.0%
NO	42.0%	44.8%	74.6%	46.2%	78.8%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	44.2%	39.2%	37.7%	38.3%
DK/REFUSED	13.3%	12.1%	-	11.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	13.5%	10.8%	13.0%	11.7%
Net Diff.	2.7%	-1.7%	-49.2%	-3.8%	-57.7%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	-1.8%	10.8%	11.6%	11.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
YES	44.7%	37.2%	50.0%	54.1%	57.5%	29.5%	38.0%	26.1%	36.4%	48.5%	40.6%	52.4%	43.6%	45.2%	38.6%	53.7%	54.0%	36.6%	29.3%	33.3%	26.8%
NO	42.0%	48.9%	40.0%	29.4%	32.5%	60.3%	50.0%	63.8%	52.3%	33.1%	53.6%	25.4%	52.7%	39.7%	54.2%	25.3%	42.9%	51.2%	62.7%	56.7%	64.8%
DK/REFUSED	13.3%	13.8%	10.0%	16.5%	10.0%	10.3%	12.0%	10.1%	11.4%	18.4%	5.8%	22.2%	3.6%	15.1%	7.2%	21.1%	3.2%	12.2%	8.0%	10.0%	8.5%
Net Diff.	2.7%	-11.7%	10.0%	24.7%	25.0%	-30.8%	-12.0%	-37.7%	-15.9%	15.4%	-13.0%	27.0%	-9.1%	5.5%	-15.7%	28.4%	11.1%	-14.6%	-33.3%	-23.3%	-38.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
YES	44.7%	45.3%	40.0%	46.9%	46.7%	42.6%	55.0%	44.0%	35.2%	46.7%	47.4%	44.2%	39.2%	52.3%	56.3%	32.7%	27.7%	28.2%	25.0%
NO	42.0%	35.0%	26.7%	43.8%	34.7%	52.2%	37.5%	56.0%	59.2%	30.0%	49.1%	39.0%	54.4%	25.0%	40.8%	53.1%	64.6%	59.0%	66.7%
DK/REFUSED	13.3%	19.7%	33.3%	9.4%	18.7%	5.1%	7.5%	-	5.6%	23.3%	3.5%	16.9%	6.3%	22.7%	2.8%	14.3%	7.7%	12.8%	8.3%
Net Diff.	2.7%	10.2%	13.3%	3.1%	12.0%	-9.6%	17.5%	-12.0%	-23.9%	16.7%	-1.8%	5.2%	-15.2%	27.3%	15.5%	-20.4%	-36.9%	-30.8%	-41.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
YES	44.7%	54.4%	32.3%	29.6%	57.1%	-	66.7%	55.4%	39.7%	36.7%	60.0%	-	66.7%	53.7%	26.4%	24.2%	50.0%	-	66.7%
NO	42.0%	31.4%	56.2%	59.1%	42.9%	50.0%	16.7%	25.7%	53.4%	57.1%	40.0%	100.0%	-	35.8%	58.3%	60.6%	50.0%	-	33.3%
DK/REFUSED	13.3%	14.2%	11.5%	11.3%	-	50.0%	16.7%	18.9%	6.9%	6.1%	-	-	33.3%	10.5%	15.3%	15.2%	-	100.0%	-
Net Diff.	2.7%	23.1%	-23.8%	-29.6%	14.3%	-50.0%	50.0%	29.7%	-13.8%	-20.4%	20.0%	-100%	66.7%	17.9%	-31.9%	-36.4%	-	-	33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
YES	44.7%	46.9%	41.0%	51.4%	44.9%	38.8%	43.7%	44.7%	47.6%	41.6%	46.7%	38.8%	54.8%	46.0%	52.2%	43.8%	49.5%	43.8%
NO	42.0%	46.9%	43.6%	35.1%	37.7%	49.4%	45.1%	41.2%	40.0%	44.2%	39.3%	49.4%	38.7%	38.0%	35.8%	40.6%	35.4%	46.9%
DK/REFUSED	13.3%	6.2%	15.4%	13.5%	17.4%	11.8%	11.3%	14.0%	12.4%	14.3%	14.0%	11.8%	6.5%	16.0%	11.9%	15.6%	15.2%	9.4%
Net Diff.	2.7%	-	-2.6%	16.2%	7.2%	-10.6%	-1.4%	3.5%	7.6%	-2.6%	7.5%	-10.6%	16.1%	8.0%	16.4%	3.1%	14.1%	-3.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
YES	44.7%	35.0%	43.8%	43.6%	40.0%	44.3%	35.8%	48.5%	41.7%	39.0%	50.0%	45.0%	37.5%	38.1%	46.9%	61.8%	43.8%
NO	42.0%	50.0%	43.8%	43.6%	46.7%	42.6%	50.9%	37.9%	45.2%	54.0%	36.0%	36.0%	56.2%	54.8%	46.9%	23.5%	38.8%
DK/REFUSED	13.3%	15.0%	12.5%	12.8%	13.3%	13.0%	13.2%	13.6%	13.1%	7.0%	14.0%	19.0%	6.2%	7.1%	6.2%	14.7%	17.5%
Net Diff.	2.7%	-15.0%	-	-	-6.7%	1.7%	-15.1%	10.6%	-3.6%	-15.0%	14.0%	9.0%	-18.8%	-16.7%	-	38.2%	5.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

23. Do you or anyone in your household currently own a hand gun, rifle, shotgun or other firearm?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
YES	44.7%	40.5%	50.9%	42.2%	56.7%	42.9%	53.6%	58.3%	55.0%	75.0%	-	20.0%	50.0%	15.4%	
NO	42.0%	50.0%	32.7%	43.8%	26.7%	40.0%	32.1%	12.5%	15.0%	-	-	60.0%	50.0%	61.5%	
DK/REFUSED	13.3%	9.5%	16.4%	14.1%	16.7%	17.1%	14.3%	29.2%	30.0%	25.0%	100.0%	20.0%	-	23.1%	
Net Diff.	2.7%	-9.5%	18.2%	-1.6%	30.0%	2.9%	21.4%	45.8%	40.0%	75.0%	-	-40.0%	-	-46.2%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
LESS THAN COLLEGE	54.3%	54.6%	46.7%	59.1%	53.1%	61.4%	62.5%	58.3%	55.0%	55.0%	50.0%	55.8%	54.2%	100.0%	40.9%
Less than High School	1.7%	0.7%	1.7%	3.4%	1.2%	4.5%	6.2%	-	-	-	-	3.4%	3.5%	-	-
High School Graduate	18.7%	23.0%	10.0%	17.0%	17.2%	27.3%	28.1%	25.0%	19.8%	19.4%	50.0%	17.7%	17.6%	20.0%	18.2%
Some College/Trade	22.0%	19.7%	25.0%	23.9%	21.9%	22.7%	21.9%	25.0%	22.9%	23.3%	-	21.8%	21.1%	40.0%	18.2%
Associates/2-yr Degree	12.0%	11.2%	10.0%	14.8%	12.9%	6.8%	6.2%	8.3%	12.2%	12.4%	-	12.9%	12.0%	40.0%	4.5%
COLLEGE/POST GRADUATE	43.3%	43.4%	48.3%	39.8%	44.9%	34.1%	34.4%	33.3%	42.0%	42.6%	-	42.9%	44.4%	-	54.5%
Bachelors/4-yr Degree	29.3%	28.3%	36.7%	26.1%	30.5%	22.7%	21.9%	25.0%	29.0%	29.5%	-	27.9%	28.9%	-	40.9%
Post Graduate Degree	14.0%	15.1%	11.7%	13.6%	14.5%	11.4%	12.5%	8.3%	13.0%	13.2%	-	15.0%	15.5%	-	13.6%
REFUSED	2.3%	2.0%	5.0%	1.1%	2.0%	4.5%	3.1%	8.3%	3.1%	2.3%	50.0%	1.4%	1.4%	-	4.5%
Net Diff.	-11.0%	-11.2%	1.7%	-19.3%	-8.2%	-27.3%	-28.1%	-25.0%	-13.0%	-12.4%	-50.0%	-12.9%	-9.9%	-100%	13.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
LESS THAN COLLEGE	54.3%	51.9%	39.5%	57.3%	62.8%	55.0%	42.1%	58.2%	53.8%	44.2%	42.1%	55.1%	58.4%	46.8%	52.0%	56.7%	59.3%	57.1%	25.0%	46.9%	54.7%
Less than High School	1.7%	1.0%	-	1.3%	3.8%	5.0%	-	-	2.2%	2.3%	-	-	2.7%	2.6%	-	-	2.7%	-	-	-	0.9%
High School Graduate	18.7%	17.3%	7.0%	18.7%	26.9%	20.0%	10.5%	17.7%	19.8%	9.3%	21.1%	19.1%	20.8%	19.5%	10.0%	21.7%	20.4%	28.6%	-	12.5%	17.1%
Some College/Trade	22.0%	20.2%	20.9%	22.7%	24.4%	15.0%	26.3%	25.3%	20.9%	25.6%	21.1%	19.1%	22.8%	16.9%	32.0%	21.7%	21.2%	-	25.0%	21.9%	23.1%
Associates/2-yr Degree	12.0%	13.5%	11.6%	14.7%	7.7%	15.0%	5.3%	15.2%	11.0%	7.0%	-	16.9%	12.1%	7.8%	10.0%	13.3%	15.0%	28.6%	-	12.5%	13.7%
COLLEGE/POST GRADUATE	43.3%	47.1%	58.1%	38.7%	34.6%	45.0%	52.6%	40.5%	43.4%	53.5%	52.6%	43.8%	38.9%	50.6%	46.0%	40.0%	38.9%	42.9%	50.0%	50.0%	43.6%
Bachelors/4-yr Degree	29.3%	29.8%	41.9%	24.0%	26.9%	30.0%	31.6%	27.8%	29.7%	34.9%	36.8%	28.1%	27.5%	39.0%	26.0%	25.0%	26.5%	14.3%	25.0%	31.2%	29.1%
Post Graduate Degree	14.0%	17.3%	16.3%	14.7%	7.7%	15.0%	21.1%	12.7%	13.7%	18.6%	15.8%	15.7%	11.4%	11.7%	20.0%	15.0%	12.4%	28.6%	25.0%	18.8%	14.5%
REFUSED	2.3%	1.0%	2.3%	4.0%	2.6%	-	5.3%	1.3%	2.7%	2.3%	5.3%	1.1%	2.7%	2.6%	2.0%	3.3%	1.8%	-	25.0%	3.1%	1.7%
Net Diff.	-11.0%	-4.8%	18.6%	-18.7%	-28.2%	-10.0%	10.5%	-17.7%	-10.4%	9.3%	10.5%	-11.2%	-19.5%	3.9%	-6.0%	-16.7%	-20.4%	-14.3%	25.0%	3.1%	-11.1%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
LESS THAN COLLEGE	54.3%	22.2%	66.7%	40.5%	50.0%	56.6%	56.2%	58.2%	41.7%	45.5%	52.9%	50.0%	54.0%	55.1%	-	55.0%	55.1%	50.0%	52.4%
Less than High School	1.7%	11.1%	-	2.4%	0.8%	1.0%	2.1%	2.5%	-	-	5.9%	-	0.7%	0.7%	-	2.9%	2.9%	-	-
High School Graduate	18.7%	11.1%	33.3%	11.9%	17.2%	19.2%	22.9%	21.5%	11.1%	18.2%	11.8%	10.0%	19.4%	19.9%	-	16.4%	16.7%	-	28.6%
Some College/Trade	22.0%	-	33.3%	23.8%	21.1%	19.2%	12.5%	29.1%	19.4%	27.3%	23.5%	40.0%	22.3%	22.8%	-	22.1%	22.5%	-	19.0%
Associates/2-yr Degree	12.0%	-	-	2.4%	10.9%	17.2%	18.8%	5.1%	11.1%	-	11.8%	-	11.5%	11.8%	-	13.6%	13.0%	50.0%	4.8%
COLLEGE/POST GRADUATE	43.3%	77.8%	33.3%	54.8%	47.7%	41.4%	43.8%	41.8%	55.6%	54.5%	47.1%	10.0%	42.4%	41.2%	100.0%	45.0%	44.9%	50.0%	38.1%
Bachelors/4-yr Degree	29.3%	66.7%	-	38.1%	32.0%	30.3%	29.2%	26.6%	30.6%	45.5%	35.3%	10.0%	29.5%	27.9%	100.0%	30.0%	29.7%	50.0%	23.8%
Post Graduate Degree	14.0%	11.1%	33.3%	16.7%	15.6%	11.1%	14.6%	15.2%	25.0%	9.1%	11.8%	-	12.9%	13.2%	-	15.0%	15.2%	-	14.3%
REFUSED	2.3%	-	-	4.8%	2.3%	2.0%	-	-	2.8%	-	-	40.0%	3.6%	3.7%	-	-	-	-	9.5%
Net Diff.	-11.0%	55.6%	-33.3%	14.3%	-2.3%	-15.2%	-12.5%	-16.5%	13.9%	9.1%	-5.9%	-40.0%	-11.5%	-14.0%	100.0%	-10.0%	-10.1%	-	-14.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
LESS THAN COLLEGE	54.3%	54.3%	54.5%	50.0%	51.8%	50.0%	100.0%	62.9%	52.4%	56.3%	55.9%	62.5%	51.7%	51.3%	66.7%	62.5%	51.4%	47.2%	57.1%	38.7%	62.5%		
Less than High School	1.7%	0.7%	0.7%	-	3.5%	3.6%	-	-	-	-	-	-	4.2%	4.3%	-	-	-	-	-	3.2%	-		
High School Graduate	18.7%	21.2%	20.7%	33.3%	13.2%	13.6%	-	25.7%	17.9%	19.3%	19.8%	12.5%	15.8%	16.2%	-	20.8%	24.3%	11.1%	19.6%	22.6%	37.5%		
Some College/Trade	22.0%	19.2%	19.3%	16.7%	24.6%	23.6%	50.0%	25.7%	19.0%	24.4%	23.4%	37.5%	20.8%	19.7%	66.7%	20.8%	18.9%	27.8%	24.1%	3.2%	18.8%		
Associates/2-yr Degree	12.0%	13.2%	13.8%	-	10.5%	9.1%	50.0%	11.4%	15.5%	12.6%	12.6%	12.5%	10.8%	11.1%	-	20.8%	8.1%	8.3%	13.4%	9.7%	6.2%		
COLLEGE/POST GRADUATE	43.3%	43.7%	43.4%	50.0%	45.6%	47.3%	-	34.3%	46.4%	42.0%	42.3%	37.5%	46.7%	47.0%	33.3%	33.3%	43.2%	50.0%	41.1%	58.1%	31.2%		
Bachelors/4-yr Degree	29.3%	29.1%	29.7%	16.7%	29.8%	30.9%	-	28.6%	31.0%	27.7%	27.9%	25.0%	29.2%	29.1%	33.3%	29.2%	35.1%	36.1%	25.9%	41.9%	25.0%		
Post Graduate Degree	14.0%	14.6%	13.8%	33.3%	15.8%	16.4%	-	5.7%	15.5%	14.3%	14.4%	12.5%	17.5%	17.9%	-	4.2%	8.1%	13.9%	15.2%	16.1%	6.2%		
REFUSED	2.3%	2.0%	2.1%	-	2.6%	2.7%	-	2.9%	1.2%	1.7%	1.8%	-	1.7%	1.7%	-	4.2%	5.4%	2.8%	1.8%	3.2%	6.2%		
Net Diff.	-11.0%	-10.6%	-11.0%	-	-6.1%	-2.7%	-100%	-28.6%	-6.0%	-14.3%	-13.5%	-25.0%	-5.0%	-4.3%	-33.3%	-29.2%	-8.1%	2.8%	-16.1%	19.4%	-31.2%		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY	
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref							
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE													
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2						
LESS THAN COLLEGE	54.3%	54.1%	54.1%	53.0%	57.7%	55.4%	48.5%	56.8%	41.5%	56.0%	50.5%	53.0%	48.4%	55.1%	48.4%	54.3%	55.0%	52.9%	51.9%	58.3%	50.0%						
Less than High School	1.7%	0.5%	5.4%	2.6%	0.8%	2.3%	1.0%	1.3%	4.9%	2.7%	-	-	-	1.9%	-	-	3.6%	-	-	-	-						
High School Graduate	18.7%	14.6%	24.3%	20.0%	18.5%	18.9%	14.4%	18.4%	14.6%	19.8%	15.8%	14.5%	22.6%	18.1%	22.6%	20.7%	18.6%	16.2%	16.7%	16.7%	-						
Some College/Trade	22.0%	25.4%	14.9%	18.3%	25.4%	21.7%	21.6%	23.9%	14.6%	19.2%	26.7%	30.1%	19.4%	22.6%	19.4%	19.6%	21.4%	26.5%	25.9%	33.3%	-						
Associates/2-yr Degree	12.0%	13.7%	9.5%	12.2%	13.1%	12.6%	11.3%	13.2%	7.3%	14.3%	7.9%	8.4%	6.5%	12.5%	6.5%	14.1%	11.4%	10.3%	9.3%	8.3%	50.0%						
COLLEGE/POST GRADUATE	43.3%	43.9%	41.9%	46.1%	39.2%	41.7%	49.5%	41.0%	56.1%	42.3%	45.5%	45.8%	45.2%	43.4%	45.2%	44.6%	42.9%	42.6%	42.6%	41.7%	50.0%						
Bachelors/4-yr Degree	29.3%	29.3%	29.7%	31.3%	29.2%	31.4%	25.8%	29.9%	31.7%	28.0%	33.7%	32.5%	29.0%	29.4%	29.0%	30.4%	30.0%	26.5%	27.8%	16.7%	50.0%						
Post Graduate Degree	14.0%	14.6%	12.2%	14.8%	10.0%	10.3%	23.7%	11.1%	24.4%	14.3%	11.9%	13.3%	16.1%	14.0%	16.1%	14.1%	12.9%	16.2%	14.8%	25.0%	-						
REFUSED	2.3%	2.0%	4.1%	0.9%	3.1%	2.9%	2.1%	2.1%	2.4%	1.6%	4.0%	1.2%	6.5%	1.5%	6.5%	1.1%	2.1%	4.4%	5.6%	-	-						
Net Diff.	-11.0%	-10.2%	-12.2%	-7.0%	-18.5%	-13.7%	1.0%	-15.8%	14.6%	-13.7%	-5.0%	-7.2%	-3.2%	-11.7%	-3.2%	-9.8%	-12.1%	-10.3%	-9.3%	-16.7%	-						

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
LESS THAN COLLEGE	54.3%	47.5%	56.1%	51.4%	59.6%	54.2%	54.5%	57.5%	39.5%	47.8%	33.3%	62.5%	63.6%	16.7%	62.8%	60.0%
Less than High School	1.7%	-	1.8%	-	-	4.8%	-	-	-	-	-	5.2%	-	-	5.3%	-
High School Graduate	18.7%	15.0%	17.5%	22.9%	25.0%	19.3%	9.1%	22.5%	4.7%	13.0%	8.3%	25.0%	22.7%	16.7%	25.5%	33.3%
Some College/Trade	22.0%	20.0%	22.8%	20.0%	19.2%	20.5%	33.3%	20.0%	18.6%	26.1%	16.7%	22.9%	27.3%	-	22.3%	13.3%
Associates/2-yr Degree	12.0%	12.5%	14.0%	8.6%	15.4%	9.6%	12.1%	15.0%	16.3%	8.7%	8.3%	9.4%	13.6%	-	9.6%	13.3%
COLLEGE/POST GRADUATE	43.3%	50.0%	43.9%	42.9%	40.4%	42.2%	42.4%	41.2%	58.1%	47.8%	66.7%	36.5%	31.8%	83.3%	36.2%	33.3%
Bachelors/4-yr Degree	29.3%	37.5%	33.3%	25.7%	25.0%	27.7%	27.3%	26.2%	39.5%	32.6%	58.3%	26.0%	13.6%	83.3%	25.5%	13.3%
Post Graduate Degree	14.0%	12.5%	10.5%	17.1%	15.4%	14.5%	15.2%	15.0%	18.6%	15.2%	8.3%	10.4%	18.2%	-	10.6%	20.0%
REFUSED	2.3%	2.5%	-	5.7%	-	3.6%	3.0%	1.2%	2.3%	4.3%	-	1.0%	4.5%	-	1.1%	6.7%
Net Diff.	-11.0%	2.5%	-12.3%	-8.6%	-19.2%	-12.0%	-12.1%	-16.2%	18.6%	-	33.3%	-26.0%	-31.8%	66.7%	-26.6%	-26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
LESS THAN COLLEGE	54.3%	57.4%	46.2%	52.2%	50.0%	54.8%	56.7%	54.0%	51.6%	56.0%	62.5%	54.8%	56.2%	50.0%	50.8%	57.1%	57.3%	39.4%	41.7%	55.7%
Less than High School	1.7%	-	-	1.1%	2.1%	-	3.3%	1.4%	1.6%	1.3%	-	-	3.1%	-	1.7%	3.6%	2.7%	-	-	-
High School Graduate	18.7%	18.0%	23.1%	17.8%	16.7%	19.0%	18.3%	18.7%	18.8%	18.7%	12.5%	9.7%	25.0%	18.8%	22.0%	10.7%	18.7%	3.0%	8.3%	20.8%
Some College/Trade	22.0%	23.0%	11.5%	22.2%	20.8%	23.8%	18.3%	23.0%	20.3%	25.3%	37.5%	29.0%	15.6%	20.3%	18.6%	21.4%	25.3%	24.2%	16.7%	21.7%
Associates/2-yr Degree	12.0%	16.4%	11.5%	11.1%	10.4%	11.9%	16.7%	10.8%	10.9%	10.7%	12.5%	16.1%	12.5%	10.9%	8.5%	21.4%	10.7%	12.1%	16.7%	13.2%
COLLEGE/POST GRADUATE	43.3%	42.6%	50.0%	46.7%	47.9%	45.2%	41.7%	43.9%	46.9%	41.3%	37.5%	45.2%	43.8%	48.4%	47.5%	39.3%	40.0%	57.6%	58.3%	43.4%
Bachelors/4-yr Degree	29.3%	27.9%	38.5%	32.2%	35.4%	28.6%	21.7%	31.7%	37.5%	26.7%	12.5%	32.3%	25.0%	37.5%	32.2%	17.9%	26.7%	36.4%	37.5%	29.2%
Post Graduate Degree	14.0%	14.8%	11.5%	14.4%	12.5%	16.7%	20.0%	12.2%	9.4%	14.7%	25.0%	12.9%	18.8%	10.9%	15.3%	21.4%	13.3%	21.2%	20.8%	14.2%
REFUSED	2.3%	-	3.8%	1.1%	2.1%	-	1.7%	2.2%	1.6%	2.7%	-	-	-	1.6%	1.7%	3.6%	2.7%	3.0%	-	0.9%
Net Diff.	-11.0%	-14.8%	3.8%	-5.6%	-2.1%	-9.5%	-15.0%	-10.1%	-4.7%	-14.7%	-25.0%	-9.7%	-12.5%	-1.6%	-3.4%	-17.9%	-17.3%	18.2%	16.7%	-12.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
LESS THAN COLLEGE	54.3%	59.6%	66.7%	50.0%	60.0%	63.6%	50.0%	55.8%	54.3%	50.0%	41.8%	57.5%	58.6%	47.9%	63.3%	42.9%	55.4%	53.4%	55.3%	40.3%
Less than High School	1.7%	1.8%	5.6%	6.2%	1.8%	6.1%	9.1%	-	3.3%	-	-	2.2%	2.0%	0.8%	-	1.6%	3.3%	-	-	-
High School Graduate	18.7%	26.3%	25.0%	12.5%	27.3%	27.3%	18.2%	18.3%	20.5%	-	13.4%	20.6%	20.4%	19.0%	23.3%	15.9%	18.5%	22.4%	17.0%	12.9%
Some College/Trade	22.0%	21.1%	19.4%	28.1%	20.0%	18.2%	18.2%	25.0%	21.2%	10.0%	16.4%	22.4%	23.0%	16.5%	25.0%	15.9%	21.7%	17.2%	24.5%	14.5%
Associates/2-yr Degree	12.0%	10.5%	16.7%	3.1%	10.9%	12.1%	4.5%	12.5%	9.3%	40.0%	11.9%	12.3%	13.2%	11.6%	15.0%	9.5%	12.0%	13.8%	13.8%	12.9%
COLLEGE/POST GRADUATE	43.3%	40.4%	30.6%	46.9%	40.0%	33.3%	45.5%	43.3%	45.7%	50.0%	55.2%	40.8%	38.8%	52.1%	33.3%	57.1%	42.4%	46.6%	41.5%	59.7%
Bachelors/4-yr Degree	29.3%	29.8%	11.1%	40.6%	29.1%	12.1%	45.5%	29.2%	29.8%	40.0%	41.8%	26.3%	25.0%	35.5%	25.0%	38.1%	25.0%	32.8%	28.7%	35.5%
Post Graduate Degree	14.0%	10.5%	19.4%	6.2%	10.9%	21.2%	-	14.2%	15.9%	10.0%	13.4%	14.5%	13.8%	16.5%	8.3%	19.0%	17.4%	13.8%	12.8%	24.2%
REFUSED	2.3%	-	2.8%	3.1%	-	3.0%	4.5%	0.8%	-	-	3.0%	1.8%	2.6%	-	3.3%	-	2.2%	-	3.2%	-
Net Diff.	-11.0%	-19.3%	-36.1%	-3.1%	-20.0%	-30.3%	-4.5%	-12.5%	-8.6%	-	13.4%	-16.7%	-19.7%	4.1%	-30.0%	14.3%	-13.0%	-6.9%	-13.8%	19.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 9

	TOTAL	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
LESS THAN COLLEGE	54.3%	63.8%	55.9%	65.4%	55.8%	51.5%	57.1%	53.1%	52.0%	50.0%	60.5%	50.0%	47.2%	54.8%	64.4%	52.9%	64.7%	100.0%	-	100.0%	-
Less than High School	1.7%	5.2%	1.7%	5.8%	1.9%	1.5%	2.4%	1.6%	-	1.4%	3.9%	-	-	4.8%	4.1%	5.9%	4.4%	3.1%	-	1.4%	-
High School Graduate	18.7%	25.9%	25.4%	28.8%	28.8%	15.7%	23.0%	18.8%	18.0%	12.9%	26.3%	14.1%	13.2%	19.0%	30.1%	23.5%	32.4%	34.4%	-	34.8%	-
Some College/Trade	22.0%	20.7%	18.6%	19.2%	15.4%	22.4%	19.8%	23.4%	22.0%	21.4%	18.4%	20.7%	22.6%	26.2%	17.8%	20.6%	16.2%	40.5%	-	40.6%	-
Associates/2-yr Degree	12.0%	12.1%	10.2%	11.5%	9.6%	11.9%	11.9%	9.4%	12.0%	14.3%	11.8%	15.2%	11.3%	4.8%	12.3%	2.9%	11.8%	22.1%	-	23.2%	-
COLLEGE/POST GRADUATE	43.3%	34.5%	44.1%	32.7%	44.2%	48.5%	40.5%	46.9%	46.0%	50.0%	36.8%	50.0%	49.1%	45.2%	34.2%	47.1%	33.8%	-	100.0%	-	100.0%
Bachelors/4-yr Degree	29.3%	19.0%	35.6%	19.2%	34.6%	29.9%	30.2%	29.7%	38.0%	30.0%	25.0%	30.4%	34.0%	28.6%	27.4%	29.4%	26.5%	-	67.7%	-	71.7%
Post Graduate Degree	14.0%	15.5%	8.5%	13.5%	9.6%	18.7%	10.3%	17.2%	8.0%	20.0%	11.8%	19.6%	15.1%	16.7%	6.8%	17.6%	7.4%	-	32.3%	-	28.3%
REFUSED	2.3%	1.7%	-	1.9%	-	-	2.4%	-	2.0%	-	2.6%	-	3.8%	-	1.4%	-	1.5%	-	-	-	-
Net Diff.	-11.0%	-29.3%	-11.9%	-32.7%	-11.5%	-3.0%	-16.7%	-6.2%	-6.0%	-	-23.7%	-	1.9%	-9.5%	-30.1%	-5.9%	-30.9%	-100%	100.0%	-100%	100.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
LESS THAN COLLEGE	54.3%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	55.9%	53.6%	47.6%	58.2%	63.0%	50.6%	52.6%	49.2%	63.4%	57.3%	66.7%	56.3%
Less than High School	1.7%	4.3%	-	-	-	6.4%	-	7.2%	-	1.5%	2.2%	1.6%	-	1.4%	3.6%	-	-	4.9%	4.0%	6.7%	4.2%
High School Graduate	18.7%	34.0%	-	30.6%	-	38.5%	-	43.5%	-	22.8%	15.2%	17.5%	18.2%	27.4%	13.3%	21.1%	7.9%	26.8%	21.3%	36.7%	22.5%
Some College/Trade	22.0%	40.4%	-	42.4%	-	38.5%	-	33.3%	-	23.5%	21.0%	20.6%	23.6%	26.0%	19.3%	23.2%	20.6%	24.4%	21.3%	16.7%	19.7%
Associates/2-yr Degree	12.0%	21.3%	-	27.1%	-	16.7%	-	15.9%	-	8.1%	15.2%	7.9%	16.4%	8.2%	14.5%	8.4%	20.6%	7.3%	10.7%	6.7%	9.9%
COLLEGE/POST GRADUATE	43.3%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	43.4%	44.2%	50.8%	41.8%	37.0%	45.8%	46.3%	49.2%	36.6%	40.0%	33.3%	40.8%
Bachelors/4-yr Degree	29.3%	-	64.3%	-	66.2%	-	70.0%	-	70.5%	30.9%	28.3%	36.5%	29.1%	26.0%	27.7%	31.6%	31.7%	29.3%	25.3%	30.0%	25.4%
Post Graduate Degree	14.0%	-	35.7%	-	33.8%	-	30.0%	-	29.5%	12.5%	15.9%	14.3%	12.7%	11.0%	18.1%	14.7%	17.5%	7.3%	14.7%	3.3%	15.5%
REFUSED	2.3%	-	-	-	-	-	-	-	-	0.7%	2.2%	1.6%	-	-	3.6%	1.1%	1.6%	-	2.7%	-	2.8%
Net Diff.	-11.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-12.5%	-9.4%	3.2%	-16.4%	-26.0%	-4.8%	-6.3%	-	-26.8%	-17.3%	-33.3%	-15.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
LESS THAN COLLEGE	54.3%	61.3%	60.0%	59.4%	62.7%	47.8%	52.5%	44.0%	46.5%	58.3%	47.4%	63.6%	48.1%	58.0%	42.3%	67.3%	53.8%	71.8%	51.7%	
Less than High School	1.7%	2.9%	3.3%	6.2%	1.3%	0.7%	2.5%	-	-	1.7%	-	3.9%	1.3%	-	-	8.2%	1.5%	10.3%	1.7%	
High School Graduate	18.7%	22.6%	33.3%	15.6%	21.3%	14.0%	12.5%	4.0%	18.3%	21.7%	14.0%	23.4%	13.9%	20.5%	8.5%	26.5%	20.0%	33.3%	21.7%	
Some College/Trade	22.0%	25.5%	10.0%	25.0%	32.0%	19.1%	17.5%	16.0%	21.1%	23.3%	19.3%	27.3%	19.0%	25.0%	18.3%	26.5%	20.0%	20.5%	18.3%	
Associates/2-yr Degree	12.0%	10.2%	13.3%	12.5%	8.0%	14.0%	20.0%	24.0%	7.0%	11.7%	14.0%	9.1%	13.9%	12.5%	15.5%	6.1%	12.3%	7.7%	10.0%	
COLLEGE/POST GRADUATE	43.3%	37.2%	40.0%	37.5%	36.0%	50.7%	47.5%	52.0%	52.1%	40.0%	52.6%	35.1%	49.4%	39.8%	57.7%	32.7%	43.1%	28.2%	45.0%	
Bachelors/4-yr Degree	29.3%	26.3%	30.0%	25.0%	25.3%	32.4%	32.5%	36.0%	31.0%	31.7%	33.3%	22.1%	31.6%	28.4%	35.2%	22.4%	29.2%	20.5%	30.0%	
Post Graduate Degree	14.0%	10.9%	10.0%	12.5%	10.7%	18.4%	15.0%	16.0%	21.1%	8.3%	19.3%	13.0%	17.7%	11.4%	22.5%	10.2%	13.8%	7.7%	15.0%	
REFUSED	2.3%	1.5%	-	3.1%	1.3%	1.5%	-	4.0%	1.4%	1.7%	-	1.3%	2.5%	2.3%	-	-	3.1%	-	3.3%	
Net Diff.	-11.0%	-24.1%	-20.0%	-21.9%	-26.7%	2.9%	-5.0%	8.0%	5.6%	-18.3%	5.3%	-28.6%	1.3%	-18.2%	15.5%	-34.7%	-10.8%	-43.6%	-6.7%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
LESS THAN COLLEGE	54.3%	50.3%	60.0%	60.0%	71.4%	50.0%	50.0%	47.3%	58.6%	59.2%	60.0%	-	66.7%	52.6%	61.1%	60.6%	100.0%	100.0%	33.3%
Less than High School	1.7%	-	3.8%	4.3%	-	-	-	-	1.7%	2.0%	-	-	-	-	5.6%	6.1%	-	-	-
High School Graduate	18.7%	15.4%	23.1%	26.1%	-	-	-	16.2%	20.7%	24.5%	-	-	-	14.7%	25.0%	27.3%	-	-	-
Some College/Trade	22.0%	21.3%	23.1%	20.0%	42.9%	50.0%	50.0%	17.6%	25.9%	20.4%	60.0%	-	66.7%	24.2%	20.8%	19.7%	-	100.0%	33.3%
Associates/2-yr Degree	12.0%	13.6%	10.0%	9.6%	28.6%	-	-	13.5%	10.3%	12.2%	-	-	-	13.7%	9.7%	7.6%	100.0%	-	-
COLLEGE/POST GRADUATE	43.3%	47.3%	38.5%	38.3%	28.6%	50.0%	50.0%	48.6%	41.4%	40.8%	40.0%	100.0%	33.3%	46.3%	36.1%	36.4%	-	-	66.7%
Bachelors/4-yr Degree	29.3%	31.4%	26.9%	27.0%	28.6%	50.0%	16.7%	33.8%	31.0%	30.6%	40.0%	100.0%	-	29.5%	23.6%	24.2%	-	-	33.3%
Post Graduate Degree	14.0%	16.0%	11.5%	11.3%	-	-	33.3%	14.9%	10.3%	10.2%	-	-	33.3%	16.8%	12.5%	12.1%	-	-	33.3%
REFUSED	2.3%	2.4%	1.5%	1.7%	-	-	-	4.1%	-	-	-	-	-	1.1%	2.8%	3.0%	-	-	-
Net Diff.	-11.0%	-3.0%	-21.5%	-21.7%	-42.9%	-	-	1.4%	-17.2%	-18.4%	-20.0%	100.0%	-33.3%	-6.3%	-25.0%	-24.2%	-100%	-100%	33.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
LESS THAN COLLEGE	54.3%	53.1%	43.6%	52.7%	46.4%	68.2%	47.9%	56.6%	50.3%	58.4%	49.1%	68.2%	45.2%	55.0%	50.7%	54.7%	47.5%	68.8%
Less than High School	1.7%	-	2.6%	-	-	4.7%	1.4%	1.8%	0.7%	2.6%	0.5%	4.7%	-	1.0%	-	1.6%	-	3.1%
High School Graduate	18.7%	25.0%	15.4%	12.2%	15.9%	25.9%	19.7%	18.4%	15.9%	21.4%	15.9%	25.9%	16.1%	19.0%	13.4%	23.4%	14.1%	31.2%
Some College/Trade	22.0%	9.4%	12.8%	27.0%	21.7%	27.1%	11.3%	25.4%	19.3%	24.7%	20.1%	27.1%	12.9%	24.0%	20.9%	21.9%	20.2%	25.0%
Associates/2-yr Degree	12.0%	18.8%	12.8%	13.5%	8.7%	10.6%	15.5%	11.0%	14.5%	9.7%	12.6%	10.6%	16.1%	11.0%	16.4%	7.8%	13.1%	9.4%
COLLEGE/POST GRADUATE	43.3%	43.8%	53.8%	41.9%	53.6%	30.6%	49.3%	41.2%	45.5%	40.9%	48.1%	30.6%	54.8%	42.0%	46.3%	43.8%	50.5%	28.1%
Bachelors/4-yr Degree	29.3%	34.4%	35.9%	29.7%	37.7%	17.6%	35.2%	27.6%	32.4%	26.6%	34.1%	17.6%	38.7%	31.0%	38.8%	26.6%	41.4%	6.2%
Post Graduate Degree	14.0%	9.4%	17.9%	12.2%	15.9%	12.9%	14.1%	13.6%	13.1%	14.3%	14.0%	12.9%	16.1%	11.0%	7.5%	17.2%	9.1%	21.9%
REFUSED	2.3%	3.1%	2.6%	5.4%	-	1.2%	2.8%	2.2%	4.1%	0.6%	2.8%	1.2%	-	3.0%	3.0%	1.6%	2.0%	3.1%
Net Diff.	-11.0%	-9.4%	10.3%	-10.8%	7.2%	-37.6%	1.4%	-15.4%	-4.8%	-17.5%	-0.9%	-37.6%	9.7%	-13.0%	-4.5%	-10.9%	3.0%	-40.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
LESS THAN COLLEGE	54.3%	50.0%	57.8%	50.0%	61.1%	50.4%	67.9%	52.3%	56.0%	61.0%	48.0%	54.0%	59.4%	66.7%	46.9%	47.1%	53.1%
Less than High School	1.7%	2.5%	2.3%	1.3%	3.3%	0.9%	5.7%	0.8%	2.4%	5.0%	-	-	3.1%	-	-	-	2.5%
High School Graduate	18.7%	22.5%	18.0%	17.9%	20.0%	17.4%	22.6%	18.2%	19.0%	28.0%	15.0%	13.0%	28.1%	21.4%	18.8%	5.9%	18.8%
Some College/Trade	22.0%	10.0%	26.6%	17.9%	26.7%	20.0%	28.3%	21.2%	22.6%	20.0%	20.0%	26.0%	18.8%	23.8%	15.6%	26.5%	22.5%
Associates/2-yr Degree	12.0%	15.0%	10.9%	12.8%	11.1%	12.2%	11.3%	12.1%	11.9%	8.0%	13.0%	15.0%	9.4%	21.4%	12.5%	14.7%	9.4%
COLLEGE/POST GRADUATE	43.3%	45.0%	40.6%	44.9%	38.9%	46.1%	32.1%	45.5%	41.7%	37.0%	49.0%	44.0%	34.4%	33.3%	50.0%	52.9%	44.4%
Bachelors/4-yr Degree	29.3%	32.5%	25.0%	26.9%	26.7%	27.8%	24.5%	32.6%	26.8%	25.0%	36.0%	27.0%	31.2%	26.2%	28.1%	38.2%	28.1%
Post Graduate Degree	14.0%	12.5%	15.6%	17.9%	12.2%	18.3%	7.5%	12.9%	14.9%	12.0%	13.0%	17.0%	3.1%	7.1%	21.9%	14.7%	16.2%
REFUSED	2.3%	5.0%	1.6%	5.1%	-	3.5%	-	2.3%	2.4%	2.0%	3.0%	2.0%	6.2%	-	3.1%	-	2.5%
Net Diff.	-11.0%	-5.0%	-17.2%	-5.1%	-22.2%	-4.3%	-35.8%	-6.8%	-14.3%	-24.0%	1.0%	-10.0%	-25.0%	-33.3%	3.1%	5.9%	-8.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

24. What is the last grade of formal education you have completed?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
LESS THAN COLLEGE	54.3%	57.8%	58.2%	53.1%	40.0%	51.4%	71.4%	50.0%	60.0%	-	-	26.7%	-	30.8%
Less than High School	1.7%	0.9%	3.6%	3.1%	-	-	-	-	-	-	-	-	-	-
High School Graduate	18.7%	20.7%	18.2%	20.3%	6.7%	20.0%	25.0%	12.5%	15.0%	-	-	6.7%	-	7.7%
Some College/Trade	22.0%	21.6%	21.8%	20.3%	26.7%	22.9%	32.1%	29.2%	35.0%	-	-	13.3%	-	15.4%
Associates/2-yr Degree	12.0%	14.7%	14.5%	9.4%	6.7%	8.6%	14.3%	8.3%	10.0%	-	-	6.7%	-	7.7%
COLLEGE/POST GRADUATE	43.3%	39.7%	36.4%	46.9%	60.0%	45.7%	25.0%	50.0%	40.0%	100.0%	100.0%	60.0%	100.0%	53.8%
Bachelors/4-yr Degree	29.3%	29.3%	27.3%	28.1%	40.0%	25.7%	17.9%	33.3%	35.0%	25.0%	100.0%	26.7%	50.0%	23.1%
Post Graduate Degree	14.0%	10.3%	9.1%	18.8%	20.0%	20.0%	7.1%	16.7%	5.0%	75.0%	-	33.3%	50.0%	30.8%
REFUSED	2.3%	2.6%	5.5%	-	-	2.9%	3.6%	-	-	-	-	13.3%	-	15.4%
Net Diff.	-11.0%	-18.1%	-21.8%	-6.2%	20.0%	-5.7%	-46.4%	-	-20.0%	100.0%	100.0%	33.3%	100.0%	23.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
PRO-LIFE	45.3%	48.0%	38.3%	45.5%	45.7%	43.2%	43.8%	41.7%	74.8%	75.2%	50.0%	19.0%	19.7%	-	45.5%
Strongly	34.0%	37.5%	26.7%	33.0%	34.8%	29.5%	31.2%	25.0%	64.1%	64.3%	50.0%	8.2%	8.5%	-	27.3%
Somewhat	11.3%	10.5%	11.7%	12.5%	10.9%	13.6%	12.5%	16.7%	10.7%	10.9%	-	10.9%	11.3%	-	18.2%
PRO-CHOICE	46.0%	42.8%	53.3%	46.6%	45.7%	47.7%	46.9%	50.0%	16.0%	15.5%	50.0%	73.5%	72.5%	100.0%	40.9%
Somewhat	11.7%	11.8%	15.0%	9.1%	12.5%	6.8%	9.4%	-	9.9%	9.3%	50.0%	14.3%	13.4%	40.0%	4.5%
Strongly	34.3%	30.9%	38.3%	37.5%	33.2%	40.9%	37.5%	50.0%	6.1%	6.2%	-	59.2%	59.2%	60.0%	36.4%
DK/REFUSED	8.7%	9.2%	8.3%	8.0%	8.6%	9.1%	9.4%	8.3%	9.2%	9.3%	-	7.5%	7.7%	-	13.6%
Net Diff.	-0.7%	5.3%	-15.0%	-1.1%	-	-4.5%	-3.1%	-8.3%	58.8%	59.7%	-	-54.4%	-52.8%	-100%	4.5%
Mean	2.49	2.60	2.29	2.44	2.52	2.35	2.41	2.18	3.46	3.47	3.00	1.65	1.66	1.40	2.42

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
PRO-LIFE	45.3%	64.4%	25.6%	37.3%	38.5%	40.0%	26.3%	46.8%	47.3%	72.1%	36.8%	39.3%	42.3%	32.5%	66.0%	33.3%	51.3%	71.4%	25.0%	37.5%	42.7%
Strongly	34.0%	50.0%	20.9%	25.3%	28.2%	30.0%	15.8%	36.7%	35.2%	62.8%	21.1%	32.6%	28.2%	18.2%	56.0%	26.7%	38.9%	57.1%	25.0%	28.1%	32.5%
Somewhat	11.3%	14.4%	4.7%	12.0%	10.3%	10.0%	10.5%	10.1%	12.1%	9.3%	15.8%	6.7%	14.1%	14.3%	10.0%	6.7%	12.4%	14.3%	-	9.4%	10.3%
PRO-CHOICE	46.0%	30.8%	67.4%	50.7%	50.0%	50.0%	57.9%	46.8%	44.0%	20.9%	63.2%	53.9%	46.3%	57.1%	26.0%	58.3%	40.7%	14.3%	50.0%	53.1%	48.7%
Somewhat	11.7%	10.6%	11.6%	16.0%	9.0%	10.0%	21.1%	22.8%	6.0%	7.0%	5.3%	18.0%	10.1%	13.0%	10.0%	13.3%	10.6%	14.3%	25.0%	18.8%	20.5%
Strongly	34.3%	20.2%	55.8%	34.7%	41.0%	40.0%	36.8%	24.1%	37.9%	14.0%	57.9%	36.0%	36.2%	44.2%	16.0%	45.0%	30.1%	-	25.0%	34.4%	28.2%
DK/REFUSED	8.7%	4.8%	7.0%	12.0%	11.5%	10.0%	15.8%	6.3%	8.8%	7.0%	-	6.7%	11.4%	10.4%	8.0%	8.3%	8.0%	14.3%	25.0%	9.4%	8.5%
Net Diff.	-0.7%	33.7%	-41.9%	-13.3%	-11.5%	-10.0%	-31.6%	-	3.3%	51.2%	-26.3%	-14.6%	-4.0%	-24.7%	40.0%	-25.0%	10.6%	57.1%	-25.0%	-15.6%	-6.0%
Mean	2.49	2.99	1.90	2.32	2.29	2.33	2.06	2.64	2.49	3.30	2.00	2.39	2.39	2.07	3.15	2.16	2.65	3.50	2.33	2.34	2.51

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
PRO-LIFE	45.3%	66.7%	33.3%	54.8%	44.5%	56.6%	25.0%	54.4%	38.9%	18.2%	17.6%	60.0%	74.8%	74.3%	100.0%	17.1%	17.4%	-	38.1%
Strongly	34.0%	44.4%	33.3%	47.6%	37.5%	45.5%	12.5%	43.0%	27.8%	-	11.8%	50.0%	63.3%	62.5%	100.0%	6.4%	6.5%	-	23.8%
Somewhat	11.3%	22.2%	-	7.1%	7.0%	11.1%	12.5%	11.4%	11.1%	18.2%	5.9%	10.0%	11.5%	11.8%	-	10.7%	10.9%	-	14.3%
PRO-CHOICE	46.0%	33.3%	66.7%	38.1%	48.4%	33.3%	66.7%	41.8%	55.6%	72.7%	58.8%	20.0%	17.3%	17.6%	-	76.4%	76.8%	50.0%	33.3%
Somewhat	11.7%	11.1%	-	7.1%	14.1%	11.1%	8.3%	16.5%	8.3%	18.2%	5.9%	10.0%	9.4%	9.6%	-	15.0%	15.2%	-	4.8%
Strongly	34.3%	22.2%	66.7%	31.0%	34.4%	22.2%	58.3%	25.3%	47.2%	54.5%	52.9%	10.0%	7.9%	8.1%	-	61.4%	61.6%	50.0%	28.6%
DK/REFUSED	8.7%	-	-	7.1%	7.0%	10.1%	8.3%	3.8%	5.6%	9.1%	23.5%	20.0%	7.9%	8.1%	-	6.4%	5.8%	50.0%	28.6%
Net Diff.	-0.7%	33.3%	-33.3%	16.7%	-3.9%	23.2%	-41.7%	12.7%	-16.7%	-54.5%	-41.2%	40.0%	57.6%	56.6%	100.0%	-59.3%	-59.4%	-50.0%	4.8%
Mean	2.49	2.89	2.00	2.77	2.51	2.89	1.77	2.75	2.21	1.60	1.69	3.25	3.41	3.40	4.00	1.60	1.60	1.00	2.47



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
PRO-LIFE	45.3%	69.5%	71.0%	33.3%	15.8%	16.4%	-	37.1%	76.2%	77.3%	78.4%	62.5%	20.0%	20.5%	-	16.7%	43.2%	83.3%	78.6%	48.4%	37.5%		
Strongly	34.0%	56.3%	57.2%	33.3%	8.8%	9.1%	-	20.0%	60.7%	68.1%	69.4%	50.0%	9.2%	9.4%	-	4.2%	24.3%	75.0%	68.8%	22.6%	18.8%		
Somewhat	11.3%	13.2%	13.8%	-	7.0%	7.3%	-	17.1%	15.5%	9.2%	9.0%	12.5%	10.8%	11.1%	-	12.5%	18.9%	8.3%	9.8%	25.8%	18.8%		
PRO-CHOICE	46.0%	22.5%	20.7%	66.7%	78.9%	79.1%	75.0%	40.0%	19.0%	15.1%	14.4%	25.0%	73.3%	73.5%	66.7%	79.2%	35.1%	11.1%	14.3%	41.9%	31.2%		
Somewhat	11.7%	8.6%	7.6%	33.3%	16.7%	17.3%	-	8.6%	8.3%	8.4%	9.0%	-	14.2%	14.5%	-	16.7%	10.8%	5.6%	8.0%	9.7%	-		
Strongly	34.3%	13.9%	13.1%	33.3%	62.3%	61.8%	75.0%	31.4%	10.7%	6.7%	5.4%	25.0%	59.2%	59.0%	66.7%	62.5%	24.3%	5.6%	6.2%	32.3%	31.2%		
DK/REFUSED	8.7%	7.9%	8.3%	-	5.3%	4.5%	25.0%	22.9%	4.8%	7.6%	7.2%	12.5%	6.7%	6.0%	33.3%	4.2%	21.6%	5.6%	7.1%	9.7%	31.2%		
Net Diff.	-0.7%	47.0%	50.3%	-33.3%	-63.2%	-62.7%	-75.0%	-2.9%	57.1%	62.2%	64.0%	37.5%	-53.3%	-53.0%	-66.7%	-62.5%	8.1%	72.2%	64.3%	6.5%	6.2%		
Mean	2.49	3.22	3.26	2.33	1.60	1.62	1.00	2.33	3.32	3.50	3.53	3.00	1.68	1.69	1.00	1.57	2.55	3.62	3.52	2.43	2.36		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 5

	TOTAL																REGISTERED PARTY				
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
PRO-LIFE	45.3%	35.6%	63.5%	36.5%	54.6%	53.1%	30.9%	49.6%	31.7%	33.0%	67.3%	68.7%	54.8%	44.2%	54.8%	77.2%	24.3%	45.6%	46.3%	33.3%	100.0%
Strongly	34.0%	25.4%	50.0%	22.6%	43.8%	41.1%	20.6%	38.5%	17.1%	20.3%	57.4%	60.2%	41.9%	32.8%	41.9%	66.3%	11.4%	36.8%	37.0%	25.0%	100.0%
Somewhat	11.3%	10.2%	13.5%	13.9%	10.8%	12.0%	10.3%	11.1%	14.6%	12.6%	9.9%	8.4%	12.9%	11.3%	12.9%	10.9%	12.9%	8.8%	9.3%	8.3%	-
PRO-CHOICE	46.0%	55.1%	29.7%	55.7%	38.5%	40.6%	59.8%	41.5%	61.0%	58.8%	25.7%	22.9%	38.7%	47.5%	38.7%	16.3%	67.9%	41.2%	40.7%	50.0%	-
Somewhat	11.7%	12.2%	13.5%	12.2%	11.5%	10.3%	16.5%	11.1%	17.1%	12.1%	10.9%	12.0%	9.7%	12.1%	9.7%	7.6%	15.7%	8.8%	7.4%	16.7%	-
Strongly	34.3%	42.9%	16.2%	43.5%	26.9%	30.3%	43.3%	30.3%	43.9%	46.7%	14.9%	10.8%	29.0%	35.5%	29.0%	8.7%	52.1%	32.4%	33.3%	33.3%	-
DK/REFUSED	8.7%	9.3%	6.8%	7.8%	6.9%	6.3%	9.3%	9.0%	7.3%	8.2%	6.9%	8.4%	6.5%	8.3%	6.5%	6.5%	7.9%	13.2%	13.0%	16.7%	-
Net Diff.	-0.7%	-19.5%	33.8%	-19.1%	16.2%	12.6%	-28.9%	8.1%	-29.3%	-25.8%	41.6%	45.8%	16.1%	-3.4%	16.1%	60.9%	-43.6%	4.4%	5.6%	-16.7%	100.0%
Mean	2.49	2.20	3.04	2.17	2.77	2.68	2.09	2.63	2.05	2.07	3.18	3.29	2.72	2.45	2.72	3.44	1.82	2.58	2.57	2.30	4.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
PRO-LIFE	45.3%	80.0%	21.1%	54.3%	75.0%	26.5%	36.4%	76.2%	20.9%	54.3%	83.3%	26.0%	27.3%	66.7%	25.5%	13.3%
Strongly	34.0%	70.0%	10.5%	40.0%	63.5%	12.0%	33.3%	67.5%	11.6%	41.3%	58.3%	11.5%	27.3%	33.3%	10.6%	13.3%
Somewhat	11.3%	10.0%	10.5%	14.3%	11.5%	14.5%	3.0%	8.8%	9.3%	13.0%	25.0%	14.6%	-	33.3%	14.9%	-
PRO-CHOICE	46.0%	12.5%	68.4%	31.4%	19.2%	67.5%	51.5%	18.8%	76.7%	32.6%	-	64.6%	59.1%	-	64.9%	66.7%
Somewhat	11.7%	-	8.8%	8.6%	13.5%	20.5%	9.1%	8.8%	18.6%	8.7%	-	14.6%	9.1%	-	14.9%	6.7%
Strongly	34.3%	12.5%	59.6%	22.9%	5.8%	47.0%	42.4%	10.0%	58.1%	23.9%	-	50.0%	50.0%	-	50.0%	60.0%
DK/REFUSED	8.7%	7.5%	10.5%	14.3%	5.8%	6.0%	12.1%	5.0%	2.3%	13.0%	16.7%	9.4%	13.6%	33.3%	9.6%	20.0%
Net Diff.	-0.7%	67.5%	-47.4%	22.9%	55.8%	-41.0%	-15.2%	57.5%	-55.8%	21.7%	83.3%	-38.5%	-31.8%	66.7%	-39.4%	-53.3%
Mean	2.49	3.49	1.69	2.83	3.41	1.91	2.31	3.41	1.74	2.82	3.70	1.86	2.05	3.50	1.85	1.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106	
PRO-LIFE	45.3%	88.5%	57.7%	17.8%	10.4%	26.2%	28.3%	71.2%	57.8%	82.7%	62.5%	16.1%	28.1%	75.0%	18.6%	28.6%	68.0%	9.1%	29.2%	77.4%	
Strongly	34.0%	77.0%	50.0%	7.8%	4.2%	11.9%	20.0%	57.6%	42.2%	70.7%	25.0%	9.7%	15.6%	60.9%	6.8%	25.0%	54.7%	6.1%	20.8%	64.2%	
Somewhat	11.3%	11.5%	7.7%	10.0%	6.2%	14.3%	8.3%	13.7%	15.6%	12.0%	37.5%	6.5%	12.5%	14.1%	11.9%	3.6%	13.3%	3.0%	8.3%	13.2%	
PRO-CHOICE	46.0%	9.8%	26.9%	78.9%	85.4%	71.4%	60.0%	20.9%	26.6%	16.0%	37.5%	80.6%	59.4%	17.2%	78.0%	60.7%	24.0%	87.9%	58.3%	17.9%	
Somewhat	11.7%	4.9%	15.4%	17.8%	12.5%	23.8%	6.7%	10.1%	10.9%	9.3%	37.5%	16.1%	3.1%	3.1%	18.6%	10.7%	16.0%	15.2%	8.3%	10.4%	
Strongly	34.3%	4.9%	11.5%	61.1%	72.9%	47.6%	53.3%	10.8%	15.6%	6.7%	-	64.5%	56.2%	14.1%	59.3%	50.0%	8.0%	72.7%	50.0%	7.5%	
DK/REFUSED	8.7%	1.6%	15.4%	3.3%	4.2%	2.4%	11.7%	7.9%	15.6%	1.3%	-	3.2%	12.5%	7.8%	3.4%	10.7%	8.0%	3.0%	12.5%	4.7%	
Net Diff.	-0.7%	78.7%	30.8%	-61.1%	-75.0%	-45.2%	-31.7%	50.4%	31.2%	66.7%	25.0%	-64.5%	-31.2%	57.8%	-59.3%	-32.1%	44.0%	-78.8%	-29.2%	59.4%	
Mean	2.49	3.63	3.14	1.63	1.39	1.90	1.94	3.28	3.00	3.49	2.88	1.60	1.86	3.32	1.65	2.04	3.25	1.41	2.00	3.41	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
PRO-LIFE	45.3%	22.8%	27.8%	53.1%	21.8%	24.2%	40.9%	78.3%	22.5%	30.0%	44.8%	46.1%	61.2%	28.9%	60.0%	36.5%	62.0%	20.7%	73.4%	35.5%
Strongly	34.0%	8.8%	19.4%	37.5%	7.3%	15.2%	22.7%	66.7%	10.6%	20.0%	31.3%	35.1%	52.6%	14.9%	55.0%	20.6%	51.1%	8.6%	67.0%	22.6%
Somewhat	11.3%	14.0%	8.3%	15.6%	14.5%	9.1%	18.2%	11.7%	11.9%	10.0%	13.4%	11.0%	8.6%	14.0%	5.0%	15.9%	10.9%	12.1%	6.4%	12.9%
PRO-CHOICE	46.0%	73.7%	61.1%	31.2%	74.5%	63.6%	36.4%	15.8%	70.2%	50.0%	52.2%	44.3%	30.9%	65.3%	28.3%	57.1%	32.6%	74.1%	22.3%	59.7%
Somewhat	11.7%	19.3%	5.6%	9.4%	20.0%	6.1%	9.1%	8.3%	15.2%	-	6.0%	13.2%	10.5%	11.6%	5.0%	7.9%	14.1%	15.5%	10.6%	11.3%
Strongly	34.3%	54.4%	55.6%	21.9%	54.5%	57.6%	27.3%	7.5%	55.0%	50.0%	46.3%	31.1%	20.4%	53.7%	23.3%	49.2%	18.5%	58.6%	11.7%	48.4%
DK/REFUSED	8.7%	3.5%	11.1%	15.6%	3.6%	12.1%	22.7%	5.8%	7.3%	20.0%	3.0%	9.6%	7.9%	5.8%	11.7%	6.3%	5.4%	5.2%	4.3%	4.8%
Net Diff.	-0.7%	-50.9%	-33.3%	21.9%	-52.7%	-39.4%	4.5%	62.5%	-47.7%	-20.0%	-7.5%	1.8%	30.3%	-36.4%	31.7%	-20.6%	29.3%	-53.4%	51.1%	-24.2%
Mean	2.49	1.76	1.91	2.81	1.74	1.79	2.47	3.46	1.76	2.00	2.31	2.55	3.01	1.89	3.04	2.08	3.00	1.69	3.34	2.10

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60	
PRO-LIFE	45.3%	41.4%	22.0%	34.6%	19.2%	49.3%	35.7%	51.6%	32.0%	47.1%	38.2%	55.4%	45.3%	35.7%	28.8%	29.4%	25.0%	46.6%	45.4%	43.5%	53.3%	
Strongly	34.0%	29.3%	6.8%	21.2%	3.8%	38.8%	21.4%	37.5%	22.0%	40.0%	21.1%	45.7%	34.0%	23.8%	12.3%	17.6%	7.4%	36.8%	31.5%	33.3%	40.0%	
Somewhat	11.3%	12.1%	15.3%	13.5%	15.4%	10.4%	14.3%	14.1%	10.0%	7.1%	17.1%	9.8%	11.3%	11.9%	16.4%	11.8%	17.6%	9.8%	13.8%	10.1%	13.3%	
PRO-CHOICE	46.0%	44.8%	71.2%	50.0%	73.1%	41.8%	58.7%	37.5%	58.0%	45.7%	59.2%	37.0%	50.9%	52.4%	64.4%	55.9%	67.6%	45.4%	46.9%	46.4%	38.3%	
Somewhat	11.7%	10.3%	11.9%	11.5%	11.5%	6.7%	17.5%	3.1%	12.0%	10.0%	21.1%	7.6%	20.8%	4.8%	15.1%	2.9%	16.2%	12.9%	10.0%	5.8%	6.7%	
Strongly	34.3%	34.5%	59.3%	38.5%	61.5%	35.1%	41.3%	34.4%	46.0%	35.7%	38.2%	29.3%	30.2%	47.6%	49.3%	52.9%	51.5%	32.5%	36.9%	40.6%	31.7%	
DK/REFUSED	8.7%	13.8%	6.8%	15.4%	7.7%	9.0%	5.6%	10.9%	10.0%	7.1%	2.6%	7.6%	3.8%	11.9%	6.8%	14.7%	7.4%	8.0%	7.7%	10.1%	8.3%	
Net Diff.	-0.7%	-3.4%	-49.2%	-15.4%	-53.8%	7.5%	-23.0%	14.1%	-26.0%	1.4%	-21.1%	18.5%	-5.7%	-16.7%	-35.6%	-26.5%	-42.6%	1.2%	-1.5%	-2.9%	15.0%	
Mean	2.49	2.42	1.67	2.20	1.58	2.58	2.17	2.61	2.09	2.55	2.22	2.78	2.51	2.14	1.91	1.93	1.79	2.55	2.43	2.40	2.67	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
PRO-LIFE	45.3%	48.9%	38.6%	58.8%	55.0%	33.3%	30.0%	29.0%	22.7%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-
Strongly	34.0%	39.4%	24.3%	52.9%	40.0%	19.2%	18.0%	13.0%	11.4%	75.0%	-	76.2%	-	74.0%	-	82.1%	-	58.5%	-	46.7%	-
Somewhat	11.3%	9.6%	14.3%	5.9%	15.0%	14.1%	12.0%	15.9%	11.4%	25.0%	-	23.8%	-	26.0%	-	17.9%	-	41.5%	-	53.3%	-
PRO-CHOICE	46.0%	44.7%	54.3%	36.5%	38.8%	55.1%	60.0%	58.0%	65.9%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
Somewhat	11.7%	18.1%	12.9%	10.6%	11.2%	15.4%	8.0%	15.9%	9.1%	-	25.4%	-	14.5%	-	32.5%	-	30.2%	-	21.3%	-	21.1%
Strongly	34.3%	26.6%	41.4%	25.9%	27.5%	39.7%	52.0%	42.0%	56.8%	-	74.6%	-	85.5%	-	67.5%	-	69.8%	-	78.7%	-	78.9%
DK/REFUSED	8.7%	6.4%	7.1%	4.7%	6.2%	11.5%	10.0%	13.0%	11.4%	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-0.7%	4.3%	-15.7%	22.4%	16.2%	-21.8%	-30.0%	-29.0%	-43.2%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%
Mean	2.49	2.66	2.23	2.90	2.72	2.14	1.96	2.00	1.74	3.75	1.25	3.76	1.15	3.74	1.33	3.82	1.30	3.59	1.21	3.47	1.21

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
PRO-LIFE	45.3%	83.2%	96.7%	84.4%	77.3%	11.8%	22.5%	8.0%	7.0%	86.7%	14.0%	80.5%	10.1%	88.6%	18.3%	73.5%	4.6%	66.7%	3.3%
Strongly	34.0%	65.7%	90.0%	75.0%	52.0%	5.9%	5.0%	4.0%	7.0%	68.3%	8.8%	63.6%	3.8%	78.4%	8.5%	42.9%	3.1%	30.8%	1.7%
Somewhat	11.3%	17.5%	6.7%	9.4%	25.3%	5.9%	17.5%	4.0%	-	18.3%	5.3%	16.9%	6.3%	10.2%	9.9%	30.6%	1.5%	35.9%	1.7%
PRO-CHOICE	46.0%	13.1%	-	15.6%	17.3%	86.0%	75.0%	92.0%	90.1%	8.3%	84.2%	16.9%	87.3%	8.0%	78.9%	22.4%	93.8%	28.2%	95.0%
Somewhat	11.7%	9.5%	-	12.5%	12.0%	15.4%	22.5%	16.0%	11.3%	5.0%	8.8%	13.0%	20.3%	5.7%	19.7%	16.3%	10.8%	20.5%	10.0%
Strongly	34.3%	3.6%	-	3.1%	5.3%	70.6%	52.5%	76.0%	78.9%	3.3%	75.4%	3.9%	67.1%	2.3%	59.2%	6.1%	83.1%	7.7%	85.0%
DK/REFUSED	8.7%	3.6%	3.3%	-	5.3%	2.2%	2.5%	-	2.8%	5.0%	1.8%	2.6%	2.5%	3.4%	2.8%	4.1%	1.5%	5.1%	1.7%
Net Diff.	-0.7%	70.1%	96.7%	68.8%	60.0%	-74.3%	-52.5%	-84.0%	-83.1%	78.3%	-70.2%	63.6%	-77.2%	80.7%	-60.6%	51.0%	-89.2%	38.5%	-91.7%
Mean	2.49	3.51	3.93	3.56	3.31	1.46	1.74	1.36	1.33	3.60	1.46	3.44	1.45	3.71	1.67	3.15	1.23	2.95	1.19



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
PRO-LIFE	45.3%	56.2%	31.5%	26.1%	71.4%	50.0%	83.3%	63.5%	27.6%	20.4%	80.0%	-	66.7%	50.5%	34.7%	30.3%	50.0%	100.0%	100.0%		
Strongly	34.0%	46.2%	18.5%	12.2%	57.1%	50.0%	83.3%	52.7%	15.5%	8.2%	60.0%	-	66.7%	41.1%	20.8%	15.2%	50.0%	100.0%	100.0%		
Somewhat	11.3%	10.1%	13.1%	13.9%	14.3%	-	-	10.8%	12.1%	12.2%	20.0%	-	-	9.5%	13.9%	15.2%	-	-	-		
PRO-CHOICE	46.0%	37.3%	57.7%	61.7%	28.6%	50.0%	16.7%	27.0%	60.3%	65.3%	20.0%	100.0%	33.3%	45.3%	55.6%	59.1%	50.0%	-	-		
Somewhat	11.7%	11.2%	12.3%	13.0%	-	-	16.7%	4.1%	8.6%	8.2%	-	-	33.3%	16.8%	15.3%	16.7%	-	-	-		
Strongly	34.3%	26.0%	45.4%	48.7%	28.6%	50.0%	-	23.0%	51.7%	57.1%	20.0%	100.0%	-	28.4%	40.3%	42.4%	50.0%	-	-		
DK/REFUSED	8.7%	6.5%	10.8%	12.2%	-	-	-	9.5%	12.1%	14.3%	-	-	-	4.2%	9.7%	10.6%	-	-	-		
Net Diff.	-0.7%	18.9%	-26.2%	-35.7%	42.9%	-	66.7%	36.5%	-32.8%	-44.9%	60.0%	-100%	33.3%	5.3%	-20.8%	-28.8%	-	100.0%	100.0%		
Mean	2.49	2.82	2.05	1.88	3.00	2.50	3.67	3.03	1.90	1.67	3.20	1.00	3.33	2.66	2.17	2.03	2.50	4.00	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
PRO-LIFE	45.3%	21.9%	43.6%	33.8%	59.4%	52.9%	33.8%	48.7%	33.8%	55.8%	42.1%	52.9%	32.3%	52.0%	35.8%	59.4%	42.4%	62.5%
Strongly	34.0%	18.8%	33.3%	25.7%	40.6%	41.2%	26.8%	36.0%	26.2%	40.9%	30.8%	41.2%	29.0%	38.0%	29.9%	42.2%	32.3%	46.9%
Somewhat	11.3%	3.1%	10.3%	8.1%	18.8%	11.8%	7.0%	12.7%	7.6%	14.9%	11.2%	11.8%	3.2%	14.0%	6.0%	17.2%	10.1%	15.6%
PRO-CHOICE	46.0%	59.4%	43.6%	59.5%	31.9%	42.4%	50.7%	44.7%	55.2%	37.7%	47.7%	42.4%	48.4%	40.0%	53.7%	29.7%	45.5%	31.2%
Somewhat	11.7%	15.6%	10.3%	9.5%	8.7%	15.3%	12.7%	11.4%	11.0%	12.3%	10.3%	15.3%	9.7%	5.0%	9.0%	3.1%	8.1%	-
Strongly	34.3%	43.8%	33.3%	50.0%	23.2%	27.1%	38.0%	33.3%	44.1%	25.3%	37.4%	27.1%	38.7%	35.0%	44.8%	26.6%	37.4%	31.2%
DK/REFUSED	8.7%	18.8%	12.8%	6.8%	8.7%	4.7%	15.5%	6.6%	11.0%	6.5%	10.3%	4.7%	19.4%	8.0%	10.4%	10.9%	12.1%	6.2%
Net Diff.	-0.7%	-37.5%	-	-25.7%	27.5%	10.6%	-16.9%	3.9%	-21.4%	18.2%	-5.6%	10.6%	-16.1%	12.0%	-17.9%	29.7%	-3.0%	31.2%
Mean	2.49	1.96	2.50	2.10	2.84	2.70	2.27	2.55	2.18	2.76	2.40	2.70	2.28	2.60	2.23	2.84	2.43	2.83

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
PRO-LIFE	45.3%	35.0%	46.1%	32.1%	53.3%	41.7%	47.2%	47.7%	43.5%	53.0%	41.0%	42.0%	15.6%	45.2%	43.8%	55.9%	49.4%
Strongly	34.0%	25.0%	34.4%	23.1%	40.0%	29.6%	37.7%	36.4%	32.1%	41.0%	30.0%	31.0%	12.5%	35.7%	31.2%	50.0%	35.0%
Somewhat	11.3%	10.0%	11.7%	9.0%	13.3%	12.2%	9.4%	11.4%	11.3%	12.0%	11.0%	11.0%	3.1%	9.5%	12.5%	5.9%	14.4%
PRO-CHOICE	46.0%	52.5%	48.4%	56.4%	43.3%	49.6%	49.1%	41.7%	49.4%	41.0%	50.0%	47.0%	78.1%	42.9%	46.9%	41.2%	41.2%
Somewhat	11.7%	15.0%	16.4%	12.8%	18.9%	12.2%	24.5%	6.1%	16.1%	14.0%	12.0%	9.0%	15.6%	11.9%	3.1%	8.8%	13.1%
Strongly	34.3%	37.5%	32.0%	43.6%	24.4%	37.4%	24.5%	35.6%	33.3%	27.0%	38.0%	38.0%	62.5%	31.0%	43.8%	32.4%	28.1%
DK/REFUSED	8.7%	12.5%	5.5%	11.5%	3.3%	8.7%	3.8%	10.6%	7.1%	6.0%	9.0%	11.0%	6.2%	11.9%	9.4%	2.9%	9.4%
Net Diff.	-0.7%	-17.5%	-2.3%	-24.4%	10.0%	-7.8%	-1.9%	6.1%	-6.0%	12.0%	-9.0%	-5.0%	-62.5%	2.4%	-3.1%	14.7%	8.1%
Mean	2.49	2.26	2.51	2.13	2.71	2.37	2.63	2.54	2.46	2.71	2.36	2.39	1.63	2.57	2.34	2.76	2.62

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

25. On the issue of abortion, do you consider yourself pro-life or pro-choice?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
PRO-LIFE	45.3%	37.9%	45.5%	48.4%	50.0%	60.0%	39.3%	66.7%	70.0%	50.0%	100.0%	20.0%	50.0%	15.4%	
Strongly	34.0%	28.4%	36.4%	35.9%	36.7%	42.9%	32.1%	58.3%	60.0%	50.0%	-	13.3%	50.0%	7.7%	
Somewhat	11.3%	9.5%	9.1%	12.5%	13.3%	17.1%	7.1%	8.3%	10.0%	-	100.0%	6.7%	-	7.7%	
PRO-CHOICE	46.0%	53.4%	45.5%	45.3%	36.7%	31.4%	46.4%	20.8%	20.0%	25.0%	-	66.7%	-	76.9%	
Somewhat	11.7%	13.8%	10.9%	9.4%	6.7%	14.3%	14.3%	4.2%	5.0%	-	-	6.7%	-	7.7%	
Strongly	34.3%	39.7%	34.5%	35.9%	30.0%	17.1%	32.1%	16.7%	15.0%	25.0%	-	60.0%	-	69.2%	
DK/REFUSED	8.7%	8.6%	9.1%	6.2%	13.3%	8.6%	14.3%	12.5%	10.0%	25.0%	-	13.3%	50.0%	7.7%	
Net Diff.	-0.7%	-15.5%	-	3.1%	13.3%	28.6%	-7.1%	45.8%	50.0%	25.0%	100.0%	-46.7%	50.0%	-61.5%	
Mean	2.49	2.29	2.52	2.52	2.65	2.94	2.46	3.24	3.28	3.00	3.00	1.69	4.00	1.50	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT					
		ROCKY MOUNT DIST.	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
PRO-LIFE	45.7%	46.1%	36.7%	51.1%	46.9%	38.6%	40.6%	33.3%	73.3%	73.6%	50.0%	22.4%	23.2%	-	36.4%
Shouldn't Be Legal	10.0%	11.8%	8.3%	8.0%	10.2%	9.1%	9.4%	8.3%	16.8%	17.1%	-	4.1%	4.2%	-	9.1%
Protect Mother's Life	10.7%	11.2%	10.0%	10.2%	11.7%	4.5%	6.2%	-	18.3%	17.8%	50.0%	4.8%	4.9%	-	4.5%
Case of Incest/Rape	25.0%	23.0%	18.3%	33.0%	25.0%	25.0%	25.0%	38.2%	38.8%	-	13.6%	14.1%	-	22.7%	
PRO-CHOICE	45.3%	42.1%	55.0%	44.3%	44.5%	50.0%	50.0%	50.0%	17.6%	17.8%	-	69.4%	68.3%	100.0%	50.0%
During 1st Trimester	13.3%	11.2%	15.0%	15.9%	14.5%	6.8%	9.4%	-	12.2%	12.4%	-	15.6%	14.8%	40.0%	4.5%
Until 20th Week	8.3%	5.9%	10.0%	11.4%	8.2%	9.1%	12.5%	-	1.5%	1.6%	-	13.6%	12.7%	40.0%	13.6%
Legal:All Circumstance	23.7%	25.0%	30.0%	17.0%	21.9%	34.1%	28.1%	50.0%	3.8%	3.9%	-	40.1%	40.8%	20.0%	31.8%
DK/REFUSED	9.0%	11.8%	8.3%	4.5%	8.6%	11.4%	9.4%	16.7%	9.2%	8.5%	50.0%	8.2%	8.5%	-	13.6%
Net Diff.	0.3%	3.9%	-18.3%	6.8%	2.3%	-11.4%	-9.4%	-16.7%	55.7%	55.8%	50.0%	-46.9%	-45.1%	-100%	-13.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
PRO-LIFE	45.7%	65.4%	25.6%	41.3%	34.6%	40.0%	36.8%	51.9%	44.5%	69.8%	26.3%	41.6%	43.6%	29.9%	70.0%	38.3%	49.6%	71.4%	75.0%	43.8%	47.9%
Shouldn't Be Legal	10.0%	16.3%	7.0%	6.7%	6.4%	20.0%	5.3%	11.4%	8.8%	25.6%	-	10.1%	6.7%	7.8%	18.0%	8.3%	8.8%	28.6%	-	12.5%	12.0%
Protect Mother's Life	10.7%	10.6%	9.3%	13.3%	9.0%	-	15.8%	13.9%	9.9%	9.3%	10.5%	12.4%	10.1%	9.1%	16.0%	11.7%	8.8%	-	50.0%	9.4%	12.0%
Case of Incest/Rape	25.0%	38.5%	9.3%	21.3%	19.2%	20.0%	15.8%	26.6%	25.8%	34.9%	15.8%	19.1%	26.8%	13.0%	36.0%	18.3%	31.9%	42.9%	25.0%	21.9%	23.9%
PRO-CHOICE	45.3%	28.8%	69.8%	44.0%	55.1%	50.0%	52.6%	40.5%	46.2%	23.3%	73.7%	47.2%	47.0%	55.8%	26.0%	51.7%	43.4%	14.3%	25.0%	50.0%	43.6%
During 1st Trimester	13.3%	10.6%	18.6%	13.3%	14.1%	10.0%	5.3%	15.2%	13.7%	4.7%	42.1%	10.1%	14.1%	19.5%	12.0%	13.3%	9.7%	14.3%	-	9.4%	12.8%
Until 20th Week	8.3%	3.8%	11.6%	12.0%	9.0%	5.0%	15.8%	5.1%	9.3%	4.7%	5.3%	9.0%	9.4%	5.2%	2.0%	16.7%	8.8%	-	-	6.2%	6.8%
Legal:All Circumstance	23.7%	14.4%	39.5%	18.7%	32.1%	35.0%	31.6%	20.3%	23.1%	14.0%	26.3%	28.1%	23.5%	31.2%	12.0%	21.7%	24.8%	-	25.0%	34.4%	23.9%
DK/REFUSED	9.0%	5.8%	4.7%	14.7%	10.3%	10.0%	10.5%	7.6%	9.3%	7.0%	-	11.2%	9.4%	14.3%	4.0%	10.0%	7.1%	14.3%	-	6.2%	8.5%
Net Diff.	0.3%	36.5%	-44.2%	-2.7%	-20.5%	-10.0%	-15.8%	11.4%	-1.6%	46.5%	-47.4%	-5.6%	-3.4%	-26.0%	44.0%	-13.3%	6.2%	57.1%	50.0%	-6.2%	4.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 3

	TOTAL	CHESSER/GAILLIARD					IMPORTANT ISSUES							U.S. SENATE BALLOT					
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
PRO-LIFE	45.7%	66.7%	33.3%	54.8%	46.9%	58.6%	29.2%	58.2%	25.0%	9.1%	11.8%	70.0%	72.7%	72.8%	66.7%	20.0%	20.3%	-	38.1%
Shouldn't Be Legal	10.0%	22.2%	-	14.3%	12.5%	13.1%	4.2%	6.3%	13.9%	-	11.8%	30.0%	17.3%	16.9%	33.3%	3.6%	3.6%	-	4.8%
Protect Mother's Life	10.7%	22.2%	33.3%	14.3%	13.3%	14.1%	6.2%	16.5%	2.8%	-	-	10.0%	18.0%	18.4%	-	5.0%	5.1%	-	-
Case of Incest/Rape	25.0%	22.2%	-	26.2%	21.1%	31.3%	18.8%	35.4%	8.3%	9.1%	-	30.0%	37.4%	37.5%	33.3%	11.4%	11.6%	-	33.3%
PRO-CHOICE	45.3%	22.2%	66.7%	38.1%	43.8%	32.3%	64.6%	36.7%	66.7%	81.8%	52.9%	20.0%	19.4%	19.9%	-	72.1%	72.5%	50.0%	38.1%
During 1st Trimester	13.3%	11.1%	33.3%	16.7%	14.1%	13.1%	18.8%	10.1%	19.4%	18.2%	5.9%	-	11.5%	11.8%	-	17.1%	17.4%	-	-
Until 20th Week	8.3%	-	-	2.4%	7.0%	6.1%	8.3%	3.8%	19.4%	18.2%	17.6%	-	2.2%	2.2%	-	15.0%	15.2%	-	4.8%
Legal:All Circumstance	23.7%	11.1%	33.3%	19.0%	22.7%	13.1%	37.5%	22.8%	27.8%	45.5%	29.4%	20.0%	5.8%	5.9%	-	40.0%	39.9%	50.0%	33.3%
DK/REFUSED	9.0%	11.1%	-	7.1%	9.4%	9.1%	6.2%	5.1%	8.3%	9.1%	35.3%	10.0%	7.9%	7.4%	33.3%	7.9%	7.2%	50.0%	23.8%
Net Diff.	0.3%	44.4%	-33.3%	16.7%	3.1%	26.3%	-35.4%	21.5%	-41.7%	-72.7%	-41.2%	50.0%	53.2%	52.9%	66.7%	-52.1%	-52.2%	-50.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?  
 1. Abortions should not be legal in any circumstances  
 2. Abortions should be legal only in order to protect the life of the mother  
 3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother  
 4. Abortions should be legal during the first trimester of pregnancy  
 5. Abortions should be legal until the twentieth week of pregnancy  
 6. Abortions should be legal in all circumstances

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16	
PRO-LIFE	45.7%	65.6%	66.9%	33.3%	22.8%	23.6%	-	34.3%	73.8%	75.6%	76.6%	62.5%	22.5%	23.1%	-	25.0%	37.8%	75.0%	75.0%	38.7%	43.8%	
Shouldn't Be Legal	10.0%	15.9%	16.6%	-	4.4%	4.5%	-	2.9%	17.9%	17.6%	18.9%	-	5.8%	6.0%	-	4.2%	2.7%	27.8%	17.9%	9.7%	6.2%	
Protect Mother's Life	10.7%	14.6%	15.2%	-	7.0%	7.3%	-	5.7%	13.1%	17.6%	18.9%	-	5.8%	6.0%	-	8.3%	5.4%	11.1%	17.9%	3.2%	-	
Case of Incest/Rape	25.0%	35.1%	35.2%	33.3%	11.4%	11.8%	-	25.7%	42.9%	40.3%	38.7%	62.5%	10.8%	11.1%	-	12.5%	29.7%	36.1%	39.3%	25.8%	37.5%	
PRO-CHOICE	45.3%	26.5%	24.8%	66.7%	69.3%	69.1%	75.0%	48.6%	20.2%	16.8%	16.2%	25.0%	70.8%	70.9%	66.7%	66.7%	40.5%	16.7%	17.0%	54.8%	31.2%	
During 1st Trimester	13.3%	13.2%	13.1%	16.7%	13.2%	11.8%	50.0%	14.3%	9.5%	10.9%	10.8%	12.5%	16.7%	17.1%	-	16.7%	8.1%	5.6%	10.7%	22.6%	-	
Until 20th Week	8.3%	4.0%	4.1%	-	15.8%	16.4%	-	2.9%	4.8%	1.7%	1.8%	-	14.2%	14.5%	-	16.7%	5.4%	5.6%	1.8%	12.9%	-	
Legal:All Circumstance	23.7%	9.3%	7.6%	50.0%	40.4%	40.9%	25.0%	31.4%	6.0%	4.2%	3.6%	12.5%	40.0%	39.3%	66.7%	33.3%	27.0%	5.6%	4.5%	19.4%	31.2%	
DK/REFUSED	9.0%	7.9%	8.3%	-	7.9%	7.3%	25.0%	17.1%	6.0%	7.6%	7.2%	12.5%	6.7%	6.0%	33.3%	8.3%	21.6%	8.3%	8.0%	6.5%	25.0%	
Net Diff.	0.3%	39.1%	42.1%	-33.3%	-46.5%	-45.5%	-75.0%	-14.3%	53.6%	58.8%	60.4%	37.5%	-48.3%	-47.9%	-66.7%	-41.7%	-2.7%	58.3%	58.0%	-16.1%	12.5%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 5

	REGISTERED PARTY																REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY	
	TOTAL		ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRAM IF REQUIRED		EXPAND MEDICAID													
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	REPUBLICAN	DEMOCRATIC	INDEP. /OTHER /DK	Indep. endent	Other	DK/Ref						
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2							
PRO-LIFE	45.7%	34.6%	68.9%	38.3%	54.6%	56.6%	28.9%	52.1%	26.8%	35.2%	62.4%	68.7%	45.2%	45.7%	45.2%	71.7%	30.0%	42.6%	44.4%	25.0%	100.0%							
Shouldn't Be Legal	10.0%	3.9%	18.9%	7.8%	13.1%	13.1%	7.2%	11.5%	4.9%	6.6%	14.9%	18.1%	9.7%	10.2%	9.7%	15.2%	5.7%	11.8%	11.1%	8.3%	50.0%							
Protect Mother's Life	10.7%	8.3%	18.9%	8.7%	11.5%	12.0%	8.2%	12.4%	2.4%	8.8%	13.9%	13.3%	16.1%	10.2%	16.1%	21.7%	6.4%	4.4%	5.6%	-	-							
Case of Incest/Rape	25.0%	22.4%	31.1%	21.7%	30.0%	31.4%	13.4%	28.2%	19.5%	19.8%	33.7%	37.3%	19.4%	25.3%	19.4%	34.8%	17.9%	26.5%	27.8%	16.7%	50.0%							
PRO-CHOICE	45.3%	56.1%	21.6%	55.7%	37.7%	38.3%	59.8%	39.3%	63.4%	56.6%	27.7%	24.1%	41.9%	46.4%	41.9%	20.7%	60.0%	48.5%	48.1%	58.3%	-							
During 1st Trimester	13.3%	17.1%	4.1%	15.7%	12.3%	13.1%	15.5%	12.8%	14.6%	13.2%	11.9%	14.5%	12.9%	13.6%	12.9%	13.0%	13.6%	13.2%	13.0%	16.7%	-							
Until 20th Week	8.3%	11.2%	2.7%	8.7%	9.2%	5.1%	16.5%	6.8%	19.5%	9.9%	6.9%	3.6%	12.9%	7.9%	12.9%	1.1%	10.7%	13.2%	11.1%	25.0%	-							
Legal:All Circumstance	23.7%	27.8%	14.9%	31.3%	16.2%	20.0%	27.8%	19.7%	29.3%	33.5%	8.9%	6.0%	16.1%	24.9%	16.1%	6.5%	35.7%	22.1%	24.1%	16.7%	-							
DK/REFUSED	9.0%	9.3%	9.5%	6.1%	7.7%	5.1%	11.3%	8.5%	9.8%	8.2%	9.9%	7.2%	12.9%	7.9%	12.9%	7.6%	10.0%	8.8%	7.4%	16.7%	-							
Net Diff.	0.3%	-21.5%	47.3%	-17.4%	16.9%	18.3%	-30.9%	12.8%	-36.6%	-21.4%	34.7%	44.6%	3.2%	-0.8%	3.2%	51.1%	-30.0%	-5.9%	-3.7%	-33.3%	100.0%							

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
PRO-LIFE	45.7%	72.5%	26.3%	45.7%	71.2%	32.5%	39.4%	71.2%	18.6%	50.0%	75.0%	35.4%	27.3%	66.7%	35.1%	13.3%
Shouldn't Be Legal	10.0%	15.0%	5.3%	17.1%	15.4%	6.0%	6.1%	15.0%	2.3%	10.9%	16.7%	7.3%	13.6%	-	6.4%	13.3%
Protect Mother's Life	10.7%	22.5%	3.5%	5.7%	21.2%	8.4%	3.0%	21.2%	4.7%	2.2%	25.0%	7.3%	9.1%	-	7.4%	-
Case of Incest/Rape	25.0%	35.0%	17.5%	22.9%	34.6%	18.1%	30.3%	35.0%	11.6%	37.0%	33.3%	20.8%	4.5%	66.7%	21.3%	-
PRO-CHOICE	45.3%	20.0%	59.6%	42.9%	21.2%	60.2%	54.5%	22.5%	76.7%	43.5%	8.3%	53.1%	59.1%	-	53.2%	66.7%
During 1st Trimester	13.3%	10.0%	8.8%	17.1%	15.4%	16.9%	9.1%	13.8%	23.3%	17.4%	8.3%	9.4%	4.5%	-	9.6%	-
Until 20th Week	8.3%	2.5%	12.3%	8.6%	-	9.6%	18.2%	1.2%	20.9%	13.0%	-	6.2%	13.6%	-	6.4%	13.3%
Legal:All Circumstance	23.7%	7.5%	38.6%	17.1%	5.8%	33.7%	27.3%	7.5%	32.6%	13.0%	-	37.5%	40.9%	-	37.2%	53.3%
DK/REFUSED	9.0%	7.5%	14.0%	11.4%	7.7%	7.2%	6.1%	6.2%	4.7%	6.5%	16.7%	11.5%	13.6%	33.3%	11.7%	20.0%
Net Diff.	0.3%	52.5%	-33.3%	2.9%	50.0%	-27.7%	-15.2%	48.8%	-58.1%	6.5%	66.7%	-17.7%	-31.8%	66.7%	-18.1%	-53.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY						WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
PRO-LIFE	45.7%	82.0%	57.7%	23.3%	18.8%	28.6%	30.0%	69.1%	54.7%	81.3%	62.5%	22.6%	28.1%	67.2%	23.7%	32.1%	70.7%	9.1%	29.2%	71.7%
Shouldn't Be Legal	10.0%	18.0%	11.5%	3.3%	-	7.1%	5.0%	16.5%	9.4%	22.7%	-	3.2%	3.1%	18.8%	3.4%	7.1%	14.7%	-	-	16.0%
Protect Mother's Life	10.7%	26.2%	15.4%	3.3%	6.2%	-	5.0%	18.0%	14.1%	21.3%	12.5%	-	6.2%	17.2%	5.1%	3.6%	18.7%	3.0%	-	17.0%
Case of Incest/Rape	25.0%	37.7%	30.8%	16.7%	12.5%	21.4%	20.0%	34.5%	31.2%	37.3%	50.0%	19.4%	18.8%	31.2%	15.3%	21.4%	37.3%	6.1%	29.2%	38.7%
PRO-CHOICE	45.3%	14.8%	30.8%	72.2%	77.1%	66.7%	58.3%	24.5%	34.4%	16.0%	37.5%	71.0%	56.2%	26.6%	72.9%	60.7%	22.7%	90.9%	62.5%	24.5%
During 1st Trimester	13.3%	8.2%	19.2%	14.4%	6.2%	23.8%	13.3%	13.7%	20.3%	8.0%	12.5%	9.7%	9.4%	14.1%	16.9%	17.9%	13.3%	21.2%	20.8%	16.0%
Until 20th Week	8.3%	1.6%	-	13.3%	12.5%	14.3%	16.7%	2.2%	1.6%	2.7%	-	19.4%	12.5%	1.6%	10.2%	21.4%	2.7%	24.2%	25.0%	1.9%
Legal:All Circumstance	23.7%	4.9%	11.5%	44.4%	58.3%	28.6%	28.3%	8.6%	12.5%	5.3%	25.0%	41.9%	34.4%	10.9%	45.8%	21.4%	6.7%	45.5%	16.7%	6.6%
DK/REFUSED	9.0%	3.3%	11.5%	4.4%	4.2%	4.8%	11.7%	6.5%	10.9%	2.7%	-	6.5%	15.6%	6.2%	3.4%	7.1%	6.7%	-	8.3%	3.8%
Net Diff.	0.3%	67.2%	26.9%	-48.9%	-58.3%	-38.1%	-28.3%	44.6%	20.3%	65.3%	25.0%	-48.4%	-28.1%	40.6%	-49.2%	-28.6%	48.0%	-81.8%	-33.3%	47.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
PRO-LIFE	45.7%	31.6%	30.6%	62.5%	30.9%	30.3%	54.5%	75.8%	25.8%	20.0%	40.3%	47.4%	65.1%	23.1%	66.7%	28.6%	64.1%	17.2%	75.5%	22.6%
Shouldn't Be Legal	10.0%	5.3%	8.3%	18.8%	3.6%	9.1%	13.6%	18.3%	4.6%	-	10.4%	9.6%	16.4%	3.3%	18.3%	6.3%	15.2%	-	18.1%	1.6%
Protect Mother's Life	10.7%	3.5%	8.3%	21.9%	3.6%	9.1%	9.1%	19.2%	4.6%	-	10.4%	11.0%	18.4%	1.7%	16.7%	3.2%	19.6%	-	21.3%	-
Case of Incest/Rape	25.0%	22.8%	13.9%	21.9%	23.6%	12.1%	31.8%	38.3%	16.6%	20.0%	19.4%	26.8%	30.3%	18.2%	31.7%	19.0%	29.3%	17.2%	36.2%	21.0%
PRO-CHOICE	45.3%	61.4%	55.6%	25.0%	61.8%	54.5%	27.3%	18.3%	66.2%	60.0%	55.2%	43.0%	25.0%	71.9%	21.7%	65.1%	27.2%	79.3%	20.2%	72.6%
During 1st Trimester	13.3%	10.5%	8.3%	6.2%	10.9%	6.1%	4.5%	11.7%	13.2%	30.0%	11.9%	14.0%	11.2%	15.7%	8.3%	12.7%	13.0%	19.0%	10.6%	24.2%
Until 20th Week	8.3%	7.0%	11.1%	3.1%	7.3%	9.1%	4.5%	0.8%	14.6%	10.0%	6.0%	9.2%	2.0%	17.4%	1.7%	15.9%	2.2%	19.0%	2.1%	21.0%
Legal:All Circumstance	23.7%	43.9%	36.1%	15.6%	43.6%	39.4%	18.2%	5.8%	38.4%	20.0%	37.3%	19.7%	11.8%	38.8%	11.7%	36.5%	12.0%	41.4%	7.4%	27.4%
DK/REFUSED	9.0%	7.0%	13.9%	12.5%	7.3%	15.2%	18.2%	5.8%	7.9%	20.0%	4.5%	9.6%	9.9%	5.0%	11.7%	6.3%	8.7%	3.4%	4.3%	4.8%
Net Diff.	0.3%	-29.8%	-25.0%	37.5%	-30.9%	-24.2%	27.3%	57.5%	-40.4%	-40.0%	-14.9%	4.4%	40.1%	-48.8%	45.0%	-36.5%	37.0%	-62.1%	55.3%	-50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 9

	TOTAL	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
PRO-LIFE	45.7%	48.3%	23.7%	44.2%	21.2%	46.3%	38.1%	43.8%	36.0%	48.6%	39.5%	50.0%	41.5%	38.1%	35.6%	32.4%	33.8%	51.5%	39.2%	50.7%	40.0%
Shouldn't Be Legal	10.0%	13.8%	5.1%	13.5%	1.9%	9.0%	6.3%	7.8%	6.0%	10.0%	6.6%	9.8%	5.7%	7.1%	6.8%	8.8%	4.4%	11.0%	9.2%	10.1%	13.3%
Protect Mother's Life	10.7%	13.8%	3.4%	9.6%	1.9%	11.2%	11.1%	12.5%	6.0%	10.0%	14.5%	9.8%	15.1%	14.3%	8.2%	2.9%	8.8%	11.7%	9.2%	14.5%	5.0%
Case of Incest/Rape	25.0%	20.7%	15.3%	21.2%	17.3%	26.1%	20.6%	23.4%	24.0%	28.6%	18.4%	30.4%	20.8%	16.7%	20.5%	20.6%	20.6%	28.8%	20.8%	26.1%	21.7%
PRO-CHOICE	45.3%	32.8%	71.2%	34.6%	73.1%	43.3%	56.3%	42.2%	56.0%	44.3%	56.6%	43.5%	54.7%	42.9%	57.5%	44.1%	58.8%	39.9%	53.1%	39.1%	50.0%
During 1st Trimester	13.3%	12.1%	6.8%	11.5%	5.8%	16.4%	11.9%	14.1%	8.0%	18.6%	14.5%	19.6%	17.0%	9.5%	8.2%	8.8%	7.4%	12.9%	14.6%	8.7%	15.0%
Until 20th Week	8.3%	1.7%	13.6%	1.9%	13.5%	8.2%	11.1%	6.2%	14.0%	10.0%	9.2%	9.8%	13.2%	4.8%	9.6%	2.9%	10.3%	6.7%	10.0%	8.7%	8.3%
Legal:All Circumstance	23.7%	19.0%	50.8%	21.2%	53.8%	18.7%	33.3%	21.9%	34.0%	15.7%	32.9%	14.1%	24.5%	28.6%	39.7%	32.4%	41.2%	20.2%	28.5%	21.7%	26.7%
DK/REFUSED	9.0%	19.0%	5.1%	21.2%	5.8%	10.4%	5.6%	14.1%	8.0%	7.1%	3.9%	6.5%	3.8%	19.0%	6.8%	23.5%	7.4%	8.6%	7.7%	10.1%	10.0%
Net Diff.	0.3%	15.5%	-47.5%	9.6%	-51.9%	3.0%	-18.3%	1.6%	-20.0%	4.3%	-17.1%	6.5%	-13.2%	-4.8%	-21.9%	-11.8%	-25.0%	11.7%	-13.8%	11.6%	-10.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?  
 1. Abortions should not be legal in any circumstances  
 2. Abortions should be legal only in order to protect the life of the mother  
 3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother  
 4. Abortions should be legal during the first trimester of pregnancy  
 5. Abortions should be legal until the twentieth week of pregnancy  
 6. Abortions should be legal in all circumstances

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
PRO-LIFE	45.7%	52.1%	38.6%	60.0%	43.8%	42.3%	32.0%	40.6%	25.0%	83.8%	13.0%	82.5%	9.1%	84.9%	15.7%	82.1%	11.1%	87.8%	14.7%	86.7%	15.5%
Shouldn't Be Legal	10.0%	11.7%	5.7%	10.6%	11.2%	11.5%	6.0%	10.1%	2.3%	21.3%	-	23.8%	-	19.2%	-	18.9%	-	26.8%	-	23.3%	-
Protect Mother's Life	10.7%	9.6%	12.9%	12.9%	10.0%	10.3%	8.0%	8.7%	2.3%	19.9%	3.6%	20.6%	-	19.2%	6.0%	17.9%	4.8%	24.4%	2.7%	16.7%	2.8%
Case of Incest/Rape	25.0%	30.9%	20.0%	36.5%	22.5%	20.5%	18.0%	21.7%	20.5%	42.6%	9.4%	38.1%	9.1%	46.6%	9.6%	45.3%	6.3%	36.6%	12.0%	46.7%	12.7%
PRO-CHOICE	45.3%	40.4%	55.7%	35.3%	51.2%	44.9%	56.0%	44.9%	61.4%	11.8%	84.8%	12.7%	87.3%	11.0%	83.1%	13.7%	88.9%	7.3%	81.3%	6.7%	80.3%
During 1st Trimester	13.3%	16.0%	14.3%	15.3%	20.0%	10.3%	6.0%	8.7%	6.8%	6.6%	21.7%	6.3%	18.2%	6.8%	24.1%	7.4%	33.3%	4.9%	12.0%	3.3%	11.3%
Until 20th Week	8.3%	5.3%	11.4%	9.4%	10.0%	3.8%	10.0%	2.9%	11.4%	1.5%	16.7%	1.6%	18.2%	1.4%	15.7%	2.1%	22.2%	-	12.0%	-	11.3%
Legal:All Circumstance	23.7%	19.1%	30.0%	10.6%	21.2%	30.8%	40.0%	33.3%	43.2%	3.7%	46.4%	4.8%	50.9%	2.7%	43.4%	4.2%	33.3%	2.4%	57.3%	3.3%	57.7%
DK/REFUSED	9.0%	7.4%	5.7%	4.7%	5.0%	12.8%	12.0%	14.5%	13.6%	4.4%	2.2%	4.8%	3.6%	4.1%	1.2%	4.2%	-	4.9%	4.0%	6.7%	4.2%
Net Diff.	0.3%	11.7%	-17.1%	24.7%	-7.5%	-2.6%	-24.0%	-4.3%	-36.4%	72.1%	-71.7%	69.8%	-78.2%	74.0%	-67.5%	68.4%	-77.8%	80.5%	-66.7%	80.0%	-64.8%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 12

	TOTAL	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
PRO-LIFE	45.7%	52.1%	37.7%	33.9%	57.1%	50.0%	83.3%	55.4%	32.8%	26.5%	80.0%	-	66.7%	49.5%	41.7%	39.4%	-	100.0%	100.0%
Shouldn't Be Legal	10.0%	10.7%	9.2%	7.0%	28.6%	50.0%	16.7%	13.5%	8.6%	4.1%	40.0%	-	33.3%	8.4%	9.7%	9.1%	-	100.0%	-
Protect Mother's Life	10.7%	11.8%	9.2%	6.1%	28.6%	-	50.0%	10.8%	8.6%	4.1%	40.0%	-	33.3%	12.6%	9.7%	7.6%	-	-	66.7%
Case of Incest/Rape	25.0%	29.6%	19.2%	20.9%	-	-	16.7%	31.1%	15.5%	18.4%	-	-	-	28.4%	22.2%	22.7%	-	-	33.3%
PRO-CHOICE	45.3%	42.0%	50.0%	52.2%	42.9%	50.0%	16.7%	36.5%	51.7%	55.1%	20.0%	100.0%	33.3%	46.3%	48.6%	50.0%	100.0%	-	-
During 1st Trimester	13.3%	17.2%	8.5%	7.8%	14.3%	-	16.7%	16.2%	5.2%	4.1%	-	-	33.3%	17.9%	11.1%	10.6%	50.0%	-	-
Until 20th Week	8.3%	9.5%	6.9%	7.0%	14.3%	-	-	8.1%	8.6%	10.2%	-	-	-	10.5%	5.6%	4.5%	50.0%	-	-
Legal:All Circumstance	23.7%	15.4%	34.6%	37.4%	14.3%	50.0%	-	12.2%	37.9%	40.8%	20.0%	100.0%	-	17.9%	31.9%	34.8%	-	-	-
DK/REFUSED	9.0%	5.9%	12.3%	13.9%	-	-	-	8.1%	15.5%	18.4%	-	-	-	4.2%	9.7%	10.6%	-	-	-
Net Diff.	0.3%	10.1%	-12.3%	-18.3%	14.3%	-	66.7%	18.9%	-19.0%	-28.6%	60.0%	-100%	33.3%	3.2%	-6.9%	-10.6%	-100%	100.0%	100.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
PRO-LIFE	45.7%	34.4%	46.2%	31.1%	58.0%	52.9%	40.8%	47.4%	35.9%	55.2%	43.0%	52.9%	38.7%	48.0%	40.3%	51.6%	43.4%	53.1%
Shouldn't Be Legal	10.0%	12.5%	12.8%	8.1%	11.6%	8.2%	12.7%	9.2%	10.3%	9.7%	10.7%	8.2%	9.7%	12.0%	10.4%	12.5%	10.1%	15.6%
Protect Mother's Life	10.7%	-	5.1%	10.8%	11.6%	16.5%	2.8%	13.2%	6.9%	14.3%	8.4%	16.5%	-	13.0%	4.5%	15.6%	9.1%	12.5%
Case of Incest/Rape	25.0%	21.9%	28.2%	12.2%	34.8%	28.2%	25.4%	25.0%	18.6%	31.2%	23.8%	28.2%	29.0%	23.0%	25.4%	23.4%	24.2%	25.0%
PRO-CHOICE	45.3%	56.2%	48.7%	56.8%	31.9%	41.2%	52.1%	43.4%	54.5%	37.0%	47.2%	41.2%	51.6%	41.0%	50.7%	35.9%	44.4%	40.6%
During 1st Trimester	13.3%	12.5%	12.8%	16.2%	7.2%	16.5%	12.7%	13.6%	14.5%	12.3%	12.1%	16.5%	19.4%	9.0%	13.4%	9.4%	11.1%	12.5%
Until 20th Week	8.3%	15.6%	2.6%	6.8%	8.7%	9.4%	8.5%	8.3%	7.6%	9.1%	7.9%	9.4%	12.9%	7.0%	9.0%	7.8%	8.1%	9.4%
Legal:All Circumstance	23.7%	28.1%	33.3%	33.8%	15.9%	15.3%	31.0%	21.5%	32.4%	15.6%	27.1%	15.3%	19.4%	25.0%	28.4%	18.8%	25.3%	18.8%
DK/REFUSED	9.0%	9.4%	5.1%	12.2%	10.1%	5.9%	7.0%	9.2%	9.7%	7.8%	9.8%	5.9%	9.7%	11.0%	9.0%	12.5%	12.1%	6.2%
Net Diff.	0.3%	-21.9%	-2.6%	-25.7%	26.1%	11.8%	-11.3%	3.9%	-18.6%	18.2%	-4.2%	11.8%	-12.9%	7.0%	-10.4%	15.6%	-1.0%	12.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160	
PRO-LIFE	45.7%	42.5%	46.9%	32.1%	57.8%	42.6%	52.8%	45.5%	45.8%	57.0%	39.0%	41.0%	21.9%	50.0%	37.5%	50.0%	50.0%	
Shouldn't Be Legal	10.0%	15.0%	7.0%	10.3%	7.8%	11.3%	3.8%	11.4%	8.9%	9.0%	10.0%	11.0%	6.2%	16.7%	-	11.8%	10.6%	
Protect Mother's Life	10.7%	5.0%	13.3%	9.0%	13.3%	7.8%	18.9%	9.8%	11.3%	15.0%	7.0%	10.0%	-	4.8%	18.8%	14.7%	11.9%	
Case of Incest/Rape	25.0%	22.5%	26.6%	12.8%	36.7%	23.5%	30.2%	24.2%	25.6%	33.0%	22.0%	20.0%	15.6%	28.6%	18.8%	23.5%	27.5%	
PRO-CHOICE	45.3%	52.5%	45.3%	57.7%	37.8%	49.6%	41.5%	43.2%	47.0%	37.0%	50.0%	49.0%	65.6%	45.2%	53.1%	47.1%	39.4%	
During 1st Trimester	13.3%	7.5%	17.2%	15.4%	14.4%	13.0%	18.9%	11.4%	14.9%	12.0%	15.0%	13.0%	12.5%	14.3%	15.6%	11.8%	13.1%	
Until 20th Week	8.3%	5.0%	9.4%	6.4%	10.0%	7.8%	9.4%	8.3%	8.3%	3.0%	13.0%	9.0%	9.4%	11.9%	15.6%	5.9%	6.2%	
Legal:All Circumstance	23.7%	40.0%	18.8%	35.9%	13.3%	28.7%	13.2%	23.5%	23.8%	22.0%	22.0%	27.0%	43.8%	19.0%	21.9%	29.4%	20.0%	
DK/REFUSED	9.0%	5.0%	7.8%	10.3%	4.4%	7.8%	5.7%	11.4%	7.1%	6.0%	11.0%	10.0%	12.5%	4.8%	9.4%	2.9%	10.6%	
Net Diff.	0.3%	-10.0%	1.6%	-25.6%	20.0%	-7.0%	11.3%	2.3%	-1.2%	20.0%	-11.0%	-8.0%	-43.8%	4.8%	-15.6%	2.9%	10.6%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

26. Which one of the following statements most closely describes your positions on the issue of abortion?  
 1. Abortions should not be legal in any circumstances  
 2. Abortions should be legal only in order to protect the life of the mother  
 3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother  
 4. Abortions should be legal during the first trimester of pregnancy  
 5. Abortions should be legal until the twentieth week of pregnancy  
 6. Abortions should be legal in all circumstances

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
PRO-LIFE	45.7%	41.4%	45.5%	46.9%	46.7%	57.1%	39.3%	62.5%	70.0%	25.0%	100.0%	13.3%	50.0%	7.7%
Shouldn't Be Legal	10.0%	10.3%	9.1%	12.5%	3.3%	11.4%	10.7%	20.8%	20.0%	25.0%	-	-	-	-
Protect Mother's Life	10.7%	8.6%	12.7%	10.9%	13.3%	11.4%	7.1%	4.2%	5.0%	-	-	-	-	-
Case of Incest/Rape	25.0%	22.4%	23.6%	23.4%	30.0%	34.3%	21.4%	37.5%	45.0%	-	100.0%	13.3%	50.0%	7.7%
PRO-CHOICE	45.3%	51.7%	43.6%	43.8%	40.0%	34.3%	53.6%	25.0%	20.0%	50.0%	-	80.0%	50.0%	84.6%
During 1st Trimester	13.3%	15.5%	9.1%	7.8%	20.0%	17.1%	14.3%	8.3%	5.0%	25.0%	-	20.0%	-	23.1%
Until 20th Week	8.3%	10.3%	7.3%	7.8%	10.0%	2.9%	17.9%	8.3%	5.0%	25.0%	-	13.3%	-	15.4%
Legal:All Circumstance	23.7%	25.9%	27.3%	28.1%	10.0%	14.3%	21.4%	8.3%	10.0%	-	-	46.7%	50.0%	46.2%
DK/REFUSED	9.0%	6.9%	10.9%	9.4%	13.3%	8.6%	7.1%	12.5%	10.0%	25.0%	-	6.7%	-	7.7%
Net Diff.	0.3%	-10.3%	1.8%	3.1%	6.7%	22.9%	-14.3%	37.5%	50.0%	-25.0%	100.0%	-66.7%	-	-76.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
WHITE	56.3%	48.0%	56.7%	70.5%	57.8%	47.7%	43.8%	58.3%	84.0%	83.7%	100.0%	33.3%	31.7%	80.0%	45.5%
NON-WHITE	43.3%	51.3%	43.3%	29.5%	42.2%	50.0%	53.1%	41.7%	16.0%	16.3%	-	66.0%	67.6%	20.0%	54.5%
African-American/Black	38.3%	44.1%	36.7%	29.5%	36.7%	47.7%	50.0%	41.7%	7.6%	7.8%	-	63.9%	65.5%	20.0%	50.0%
Hispanic/Latino	2.3%	3.3%	3.3%	-	2.7%	-	-	-	3.8%	3.9%	-	1.4%	1.4%	-	-
Asian/Asian-American	0.7%	1.3%	-	-	0.4%	2.3%	3.1%	-	0.8%	0.8%	-	0.7%	0.7%	-	-
Other	2.0%	2.6%	3.3%	-	2.3%	-	-	-	3.8%	3.9%	-	-	-	-	4.5%
REFUSED	0.3%	0.7%	-	-	-	2.3%	3.1%	-	-	-	-	0.7%	0.7%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
WHITE	56.3%	73.1%	48.8%	50.7%	43.6%	45.0%	63.2%	64.6%	53.3%	72.1%	57.9%	53.9%	53.0%	36.4%	82.0%	56.7%	58.4%	42.9%	75.0%	65.6%	61.5%
NON-WHITE	43.3%	26.9%	51.2%	48.0%	56.4%	55.0%	36.8%	35.4%	46.2%	27.9%	42.1%	46.1%	46.3%	62.3%	18.0%	43.3%	41.6%	57.1%	25.0%	34.4%	38.5%
African-American/Black	38.3%	21.2%	46.5%	41.3%	53.8%	45.0%	36.8%	27.8%	42.3%	16.3%	42.1%	40.4%	43.0%	61.0%	10.0%	35.0%	37.2%	42.9%	25.0%	28.1%	31.6%
Hispanic/Latino	2.3%	2.9%	2.3%	2.7%	1.3%	10.0%	-	2.5%	1.6%	4.7%	-	3.4%	1.3%	1.3%	4.0%	3.3%	1.8%	14.3%	-	6.2%	3.4%
Asian/Asian-American	0.7%	1.0%	-	-	1.3%	-	-	-	1.1%	-	-	-	1.3%	-	-	-	1.8%	-	-	-	-
Other	2.0%	1.9%	2.3%	4.0%	-	-	-	5.1%	1.1%	7.0%	-	2.2%	0.7%	-	4.0%	5.0%	0.9%	-	-	-	3.4%
REFUSED	0.3%	-	-	1.3%	-	-	-	-	0.5%	-	-	-	0.7%	1.3%	-	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
WHITE	56.3%	77.5%	77.9%	66.7%	35.1%	33.6%	75.0%	34.3%	84.5%	85.7%	85.6%	87.5%	35.8%	35.9%	33.3%	37.5%	40.5%	80.6%	85.7%	61.3%	12.5%		
NON-WHITE	43.3%	22.5%	22.1%	33.3%	64.0%	65.5%	25.0%	65.7%	15.5%	14.3%	14.4%	12.5%	63.3%	63.2%	66.7%	62.5%	59.5%	19.4%	14.3%	38.7%	87.5%		
African-American/Black	38.3%	15.2%	14.5%	33.3%	61.4%	62.7%	25.0%	62.9%	9.5%	6.7%	6.3%	12.5%	60.8%	60.7%	66.7%	54.2%	56.8%	5.6%	7.1%	35.5%	87.5%		
Hispanic/Latino	2.3%	3.3%	3.4%	-	1.8%	1.8%	-	-	3.6%	3.4%	3.6%	-	1.7%	1.7%	-	4.2%	-	5.6%	3.6%	-	-		
Asian/Asian-American	0.7%	0.7%	0.7%	-	0.9%	0.9%	-	-	-	-	-	-	0.8%	0.9%	-	4.2%	-	-	-	-	-		
Other	2.0%	3.3%	3.4%	-	-	-	-	2.9%	2.4%	4.2%	4.5%	-	-	-	-	-	2.7%	8.3%	3.6%	3.2%	-		
REFUSED	0.3%	-	-	-	0.9%	0.9%	-	-	-	-	-	-	0.8%	0.9%	-	-	-	-	-	-	-		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY		REGISTERED PARTY	
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref							
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE													
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2						
WHITE	56.3%	55.1%	58.1%	53.0%	62.3%	52.6%	66.0%	56.8%	56.1%	49.5%	66.3%	71.1%	58.1%	56.2%	58.1%	87.0%	30.7%	67.6%	70.4%	50.0%	100.0%						
NON-WHITE	43.3%	44.4%	41.9%	47.0%	36.9%	46.9%	34.0%	42.7%	43.9%	50.0%	33.7%	28.9%	41.9%	43.4%	41.9%	13.0%	68.6%	32.4%	29.6%	50.0%	-						
African-American/Black	38.3%	39.5%	37.8%	41.7%	31.5%	41.1%	29.9%	37.6%	39.0%	47.3%	24.8%	20.5%	32.3%	38.9%	32.3%	6.5%	67.1%	22.1%	20.4%	33.3%	-						
Hispanic/Latino	2.3%	2.4%	2.7%	3.5%	2.3%	1.7%	3.1%	2.6%	2.4%	2.2%	3.0%	1.2%	6.5%	1.9%	6.5%	4.3%	0.7%	2.9%	1.9%	8.3%	-						
Asian/Asian-American	0.7%	0.5%	-	0.9%	-	1.1%	-	-	2.4%	0.5%	-	1.2%	-	0.8%	-	1.1%	0.7%	-	-	-	-						
Other	2.0%	2.0%	1.4%	0.9%	3.1%	2.9%	1.0%	2.6%	-	-	5.9%	6.0%	3.2%	1.9%	3.2%	1.1%	-	7.4%	7.4%	8.3%	-						
REFUSED	0.3%	0.5%	-	-	0.8%	0.6%	-	0.4%	-	0.5%	-	-	-	0.4%	-	-	0.7%	-	-	-	-						





DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
WHITE	56.3%	88.5%	84.6%	36.7%	31.2%	42.9%	40.0%	76.3%	70.3%	81.3%	100.0%	25.8%	40.6%	78.1%	42.4%	39.3%	74.7%	100.0%	100.0%	100.0%
NON-WHITE	43.3%	11.5%	15.4%	63.3%	68.8%	57.1%	60.0%	23.0%	28.1%	18.7%	-	74.2%	59.4%	21.9%	57.6%	60.7%	24.0%	-	-	-
African-American/Black	38.3%	4.9%	7.7%	61.1%	68.8%	52.4%	55.0%	15.8%	23.4%	9.3%	-	67.7%	59.4%	10.9%	57.6%	50.0%	20.0%	-	-	-
Hispanic/Latino	2.3%	3.3%	7.7%	1.1%	-	2.4%	3.3%	2.9%	1.6%	4.0%	-	3.2%	-	6.2%	-	7.1%	-	-	-	-
Asian/Asian-American	0.7%	1.6%	-	1.1%	-	2.4%	-	0.7%	-	1.3%	-	3.2%	-	-	-	-	1.3%	-	-	-
Other	2.0%	1.6%	-	-	-	-	1.7%	3.6%	3.1%	4.0%	-	-	-	4.7%	-	3.6%	2.7%	-	-	-
REFUSED	0.3%	-	-	-	-	-	-	0.7%	1.6%	-	-	-	-	-	-	-	1.3%	-	-	-











DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
WHITE	56.3%	59.4%	41.0%	56.8%	50.7%	65.9%	49.3%	58.3%	53.1%	59.1%	52.3%	65.9%	61.3%	54.0%	56.7%	54.7%	51.5%	68.8%
NON-WHITE	43.3%	40.6%	59.0%	41.9%	49.3%	34.1%	50.7%	41.2%	46.2%	40.9%	47.2%	34.1%	38.7%	46.0%	43.3%	45.3%	48.5%	31.2%
African-American/Black	38.3%	40.6%	51.3%	37.8%	42.0%	29.4%	46.5%	36.0%	42.1%	35.1%	42.1%	29.4%	29.0%	40.0%	37.3%	37.5%	41.4%	25.0%
Hispanic/Latino	2.3%	-	5.1%	1.4%	1.4%	3.5%	2.8%	2.2%	2.1%	2.6%	1.9%	3.5%	6.5%	3.0%	4.5%	3.1%	3.0%	6.2%
Asian/Asian-American	0.7%	-	-	1.4%	1.4%	-	-	0.9%	0.7%	0.6%	0.9%	-	-	1.0%	-	1.6%	1.0%	-
Other	2.0%	-	2.6%	1.4%	4.3%	1.2%	1.4%	2.2%	1.4%	2.6%	2.3%	1.2%	3.2%	2.0%	1.5%	3.1%	3.0%	-
REFUSED	0.3%	-	-	1.4%	-	-	-	0.4%	0.7%	-	0.5%	-	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

27. What is your main racial background?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
WHITE	56.3%	40.0%	61.7%	50.0%	62.2%	53.0%	64.2%	56.1%	56.5%	58.0%	56.0%	55.0%	28.1%	35.7%	68.8%	76.5%	60.6%
NON-WHITE	43.3%	60.0%	37.5%	48.7%	37.8%	46.1%	35.8%	43.9%	42.9%	42.0%	43.0%	45.0%	71.9%	64.3%	31.2%	23.5%	38.8%
African-American/Black	38.3%	60.0%	32.8%	46.2%	33.3%	42.6%	32.1%	37.1%	39.3%	40.0%	36.0%	39.0%	62.5%	59.5%	31.2%	17.6%	33.8%
Hispanic/Latino	2.3%	-	1.6%	-	2.2%	0.9%	1.9%	3.8%	1.2%	1.0%	5.0%	1.0%	3.1%	4.8%	-	-	2.5%
Asian/Asian-American	0.7%	-	0.8%	1.3%	-	0.9%	-	0.8%	0.6%	1.0%	-	1.0%	3.1%	-	-	2.9%	-
Other	2.0%	-	2.3%	1.3%	2.2%	1.7%	1.9%	2.3%	1.8%	-	2.0%	4.0%	3.1%	-	-	2.9%	2.5%
REFUSED	0.3%	-	0.8%	1.3%	-	0.9%	-	-	0.6%	-	1.0%	-	-	-	-	-	0.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
18-29	10.7%	11.8%	6.7%	11.4%	8.6%	22.7%	18.8%	33.3%	9.2%	9.3%	-	11.6%	9.9%	60.0%	13.6%
30-40	13.0%	15.1%	10.0%	11.4%	13.3%	11.4%	9.4%	16.7%	12.2%	12.4%	-	14.3%	14.8%	-	9.1%
41-55	24.7%	28.9%	30.0%	13.6%	24.6%	25.0%	25.0%	25.0%	19.1%	18.6%	50.0%	28.6%	28.9%	20.0%	31.8%
56-65	23.0%	21.1%	23.3%	26.1%	23.8%	18.2%	18.8%	16.7%	25.2%	25.6%	-	18.4%	18.3%	20.0%	40.9%
OVER 65	28.3%	23.0%	30.0%	36.4%	29.3%	22.7%	28.1%	8.3%	33.6%	33.3%	50.0%	27.2%	28.2%	-	4.5%
REFUSED	0.3%	-	-	1.1%	0.4%	-	-	-	0.8%	0.8%	-	-	-	-	-
Mean	52.82	50.83	54.58	55.09	53.61	48.23	50.72	41.58	54.76	54.69	59.00	51.59	52.15	35.80	49.59

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
18-29	10.7%	9.6%	9.3%	10.7%	12.8%	15.0%	10.5%	10.1%	10.4%	11.6%	-	9.0%	12.8%	9.1%	10.0%	13.3%	10.6%	28.6%	25.0%	12.5%	11.1%
30-40	13.0%	13.5%	11.6%	10.7%	15.4%	10.0%	10.5%	7.6%	15.9%	18.6%	21.1%	7.9%	13.4%	11.7%	12.0%	10.0%	15.9%	28.6%	-	12.5%	8.5%
41-55	24.7%	17.3%	34.9%	28.0%	25.6%	25.0%	21.1%	30.4%	22.5%	25.6%	36.8%	28.1%	20.8%	35.1%	30.0%	21.7%	16.8%	-	50.0%	28.1%	27.4%
56-65	23.0%	27.9%	16.3%	24.0%	19.2%	10.0%	26.3%	21.5%	24.7%	16.3%	15.8%	22.5%	26.2%	15.6%	20.0%	26.7%	27.4%	14.3%	-	12.5%	20.5%
OVER 65	28.3%	30.8%	27.9%	26.7%	26.9%	40.0%	31.6%	30.4%	25.8%	27.9%	26.3%	31.5%	26.8%	28.6%	28.0%	28.3%	28.3%	28.6%	25.0%	34.4%	32.5%
REFUSED	0.3%	1.0%	-	-	-	-	-	-	0.5%	-	-	1.1%	-	-	-	-	0.9%	-	-	-	-
Mean	52.82	54.21	52.38	52.87	51.19	53.08	54.29	53.91	52.17	50.91	53.03	54.58	52.31	52.49	52.65	53.00	53.03	45.36	47.38	52.44	53.88

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
18-29	10.7%	22.2%	-	9.5%	9.4%	9.1%	8.3%	8.9%	22.2%	9.1%	17.6%	-	10.1%	9.6%	33.3%	11.4%	11.6%	-	9.5%
30-40	13.0%	11.1%	-	16.7%	11.7%	11.1%	18.8%	11.4%	16.7%	9.1%	5.9%	20.0%	12.2%	11.8%	33.3%	13.6%	13.0%	50.0%	14.3%
41-55	24.7%	33.3%	66.7%	33.3%	28.9%	26.3%	27.1%	20.3%	19.4%	27.3%	23.5%	50.0%	19.4%	19.9%	-	29.3%	29.7%	-	28.6%
56-65	23.0%	-	33.3%	16.7%	18.8%	27.3%	16.7%	24.1%	13.9%	27.3%	29.4%	20.0%	24.5%	24.3%	33.3%	20.7%	20.3%	50.0%	28.6%
OVER 65	28.3%	33.3%	-	23.8%	31.2%	26.3%	29.2%	35.4%	25.0%	27.3%	23.5%	10.0%	33.1%	33.8%	-	25.0%	25.4%	-	19.0%
REFUSED	0.3%	-	-	-	-	-	-	-	2.8%	-	-	-	0.7%	0.7%	-	-	-	-	-
Mean	52.82	48.44	52.17	50.82	53.40	53.52	52.02	55.15	47.61	54.00	51.76	50.10	54.33	54.65	39.67	51.52	51.58	47.75	51.57

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
18-29	10.7%	9.9%	10.3%	-	11.4%	10.0%	50.0%	11.4%	9.5%	9.2%	9.0%	12.5%	10.8%	10.3%	33.3%	25.0%	5.4%	8.3%	9.8%	9.7%	12.5%		
30-40	13.0%	13.2%	13.1%	16.7%	12.3%	12.7%	-	14.3%	14.3%	12.6%	11.7%	25.0%	14.2%	14.5%	-	8.3%	13.5%	19.4%	12.5%	19.4%	18.8%		
41-55	24.7%	20.5%	19.3%	50.0%	29.8%	30.0%	25.0%	25.7%	17.9%	17.6%	18.0%	12.5%	29.2%	29.1%	33.3%	41.7%	21.6%	25.0%	17.9%	16.1%	25.0%		
56-65	23.0%	23.2%	23.4%	16.7%	21.9%	21.8%	25.0%	25.7%	26.2%	23.5%	24.3%	12.5%	19.2%	18.8%	33.3%	25.0%	32.4%	16.7%	23.2%	25.8%	18.8%		
OVER 65	28.3%	32.5%	33.1%	16.7%	24.6%	25.5%	-	22.9%	31.0%	36.1%	36.0%	37.5%	26.7%	27.4%	-	-	27.0%	30.6%	35.7%	29.0%	25.0%		
REFUSED	0.3%	0.7%	0.7%	-	-	-	-	-	1.2%	0.8%	0.9%	-	-	-	-	-	-	-	0.9%	-	-		
Mean	52.82	53.92	54.02	51.58	51.75	52.22	38.88	51.59	53.96	55.05	55.30	51.50	51.77	51.97	44.00	43.92	54.92	52.24	54.79	52.73	50.34		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
18-29	10.7%	12.7%	8.1%	18.3%	6.9%	12.0%	8.2%	10.7%	12.2%	10.4%	10.9%	14.5%	3.2%	11.7%	3.2%	7.6%	8.6%	19.1%	20.4%	16.7%	-
30-40	13.0%	12.7%	13.5%	14.8%	9.2%	14.3%	12.4%	15.0%	4.9%	13.7%	10.9%	9.6%	12.9%	12.5%	12.9%	10.9%	14.3%	13.2%	13.0%	8.3%	50.0%
41-55	24.7%	27.3%	20.3%	26.1%	24.6%	24.6%	24.7%	23.5%	19.5%	24.7%	23.8%	20.5%	35.5%	23.4%	35.5%	20.7%	28.6%	22.1%	22.2%	25.0%	-
56-65	23.0%	22.9%	18.9%	20.0%	25.4%	22.9%	22.7%	23.1%	29.3%	23.6%	24.8%	24.1%	19.4%	23.8%	19.4%	20.7%	22.9%	26.5%	29.6%	8.3%	50.0%
OVER 65	28.3%	24.4%	37.8%	20.9%	33.8%	25.7%	32.0%	27.8%	31.7%	27.5%	28.7%	31.3%	25.8%	28.7%	25.8%	39.1%	25.7%	19.1%	14.8%	41.7%	-
REFUSED	0.3%	-	1.4%	-	-	0.6%	-	-	2.4%	-	1.0%	-	3.2%	-	3.2%	1.1%	-	-	-	-	-
Mean	52.82	51.48	55.04	48.70	55.72	51.74	54.24	52.43	55.19	52.65	53.38	53.11	53.82	52.80	53.82	56.00	52.56	49.11	48.29	53.04	47.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
18-29	10.7%	10.0%	5.3%	14.3%	5.8%	10.8%	24.2%	7.5%	11.6%	17.4%	8.3%	7.3%	22.7%	16.7%	7.4%	33.3%
30-40	13.0%	15.0%	12.3%	17.1%	7.7%	15.7%	9.1%	8.8%	11.6%	8.7%	25.0%	15.6%	22.7%	33.3%	16.0%	20.0%
41-55	24.7%	22.5%	31.6%	25.7%	19.2%	26.5%	18.2%	21.2%	32.6%	23.9%	16.7%	26.0%	18.2%	-	26.6%	20.0%
56-65	23.0%	15.0%	28.1%	28.6%	25.0%	19.3%	24.2%	20.0%	16.3%	26.1%	25.0%	26.0%	27.3%	33.3%	25.5%	20.0%
OVER 65	28.3%	35.0%	22.8%	14.3%	42.3%	27.7%	24.2%	41.2%	27.9%	23.9%	25.0%	25.0%	9.1%	16.7%	24.5%	6.7%
REFUSED	0.3%	2.5%	-	-	-	-	-	1.2%	-	-	-	-	-	-	-	-
Mean	52.82	53.31	53.64	48.99	58.02	51.81	49.24	56.71	51.81	51.13	51.33	52.94	44.89	47.42	52.68	41.20



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE			IDEOLOGY: WHITE			
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
18-29	10.7%	3.3%	19.2%	13.3%	10.4%	16.7%	15.0%	7.2%	6.2%	8.0%	-	9.7%	12.5%	7.8%	15.3%	17.9%	6.7%	21.2%	16.7%	6.6%
30-40	13.0%	11.5%	11.5%	14.4%	20.8%	7.1%	11.7%	12.9%	10.9%	14.7%	12.5%	16.1%	9.4%	17.2%	13.6%	14.3%	9.3%	9.1%	8.3%	10.4%
41-55	24.7%	26.2%	7.7%	27.8%	29.2%	26.2%	23.3%	22.3%	20.3%	24.0%	12.5%	29.0%	28.1%	25.0%	27.1%	17.9%	20.0%	39.4%	16.7%	21.7%
56-65	23.0%	19.7%	19.2%	21.1%	20.8%	21.4%	23.3%	25.2%	32.8%	18.7%	50.0%	29.0%	21.9%	23.4%	16.9%	25.0%	26.7%	6.1%	20.8%	26.4%
OVER 65	28.3%	37.7%	42.3%	23.3%	18.8%	28.6%	25.0%	32.4%	29.7%	34.7%	25.0%	16.1%	25.0%	26.6%	27.1%	25.0%	37.3%	24.2%	33.3%	34.9%
REFUSED	0.3%	1.6%	-	-	-	-	1.7%	-	-	-	-	-	3.1%	-	-	-	-	-	4.2%	-
Mean	52.82	56.60	53.50	50.63	49.47	51.95	51.28	54.82	55.68	54.09	58.12	50.71	52.08	52.62	50.58	50.39	56.70	47.71	52.98	56.01

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
18-29	10.7%	8.8%	13.9%	9.4%	9.1%	15.2%	13.6%	9.2%	10.6%	20.0%	9.0%	11.4%	8.6%	13.2%	8.3%	11.1%	8.7%	15.5%	8.5%	12.9%
30-40	13.0%	17.5%	13.9%	21.9%	18.2%	15.2%	18.2%	10.8%	14.6%	20.0%	28.4%	8.8%	11.2%	15.7%	8.3%	20.6%	13.0%	10.3%	9.6%	9.7%
41-55	24.7%	21.1%	27.8%	21.9%	21.8%	30.3%	18.2%	22.5%	26.5%	20.0%	37.3%	20.2%	25.7%	22.3%	30.0%	23.8%	22.8%	20.7%	23.4%	22.6%
56-65	23.0%	29.8%	25.0%	21.9%	29.1%	21.2%	22.7%	24.2%	21.2%	30.0%	14.9%	25.4%	24.3%	19.8%	26.7%	20.6%	22.8%	19.0%	23.4%	19.4%
OVER 65	28.3%	22.8%	19.4%	25.0%	21.8%	18.2%	27.3%	33.3%	27.2%	-	10.4%	33.8%	30.3%	28.1%	26.7%	22.2%	32.6%	34.5%	35.1%	33.9%
REFUSED	0.3%	-	-	-	-	-	-	-	-	10.0%	-	0.4%	-	0.8%	-	1.6%	-	-	-	1.6%
Mean	52.82	52.32	50.19	51.09	51.85	48.97	51.14	54.70	52.13	43.83	46.28	54.70	54.15	51.41	54.08	50.10	54.20	52.81	55.32	53.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
18-29	10.7%	8.6%	13.6%	9.6%	15.4%	11.2%	11.9%	10.9%	10.0%	11.4%	13.2%	12.0%	13.2%	9.5%	11.0%	11.8%	11.8%	10.4%	10.8%	8.7%	10.0%
30-40	13.0%	13.8%	22.0%	15.4%	19.2%	11.9%	13.5%	15.6%	14.0%	8.6%	13.2%	9.8%	7.5%	16.7%	17.8%	14.7%	17.6%	10.4%	16.2%	11.6%	18.3%
41-55	24.7%	29.3%	22.0%	30.8%	23.1%	28.4%	20.6%	28.1%	24.0%	28.6%	18.4%	27.2%	20.8%	31.0%	20.5%	32.4%	22.1%	23.9%	23.8%	29.0%	23.3%
56-65	23.0%	25.9%	20.3%	23.1%	21.2%	23.1%	20.6%	21.9%	22.0%	24.3%	19.7%	22.8%	15.1%	23.8%	24.7%	26.5%	22.1%	19.6%	28.5%	18.8%	31.7%
OVER 65	28.3%	22.4%	22.0%	21.2%	21.2%	24.6%	33.3%	21.9%	30.0%	27.1%	35.5%	27.2%	43.4%	19.0%	26.0%	14.7%	26.5%	35.6%	20.0%	31.9%	15.0%
REFUSED	0.3%	-	-	-	-	0.7%	-	1.6%	-	-	-	1.1%	-	-	-	-	-	-	0.8%	-	1.7%
Mean	52.82	52.26	49.20	51.18	49.03	52.05	53.24	50.88	53.08	53.09	53.35	52.68	55.22	50.67	51.81	49.75	51.40	54.37	51.24	53.73	50.47

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
18-29	10.7%	11.7%	11.4%	10.6%	12.5%	10.3%	8.0%	11.6%	9.1%	5.1%	13.8%	3.2%	10.9%	6.8%	15.7%	4.2%	15.9%	7.3%	12.0%	10.0%	12.7%
30-40	13.0%	9.6%	14.3%	5.9%	13.8%	15.4%	20.0%	14.5%	20.5%	12.5%	12.3%	12.7%	16.4%	12.3%	9.6%	8.4%	11.1%	22.0%	13.3%	26.7%	11.3%
41-55	24.7%	20.2%	24.3%	22.4%	25.0%	25.6%	22.0%	27.5%	20.5%	18.4%	31.9%	22.2%	38.2%	15.1%	27.7%	20.0%	31.7%	14.6%	32.0%	10.0%	33.8%
56-65	23.0%	20.2%	25.7%	18.8%	23.8%	20.5%	36.0%	18.8%	36.4%	30.1%	15.9%	28.6%	16.4%	31.5%	15.7%	30.5%	7.9%	29.3%	22.7%	26.7%	22.5%
OVER 65	28.3%	38.3%	24.3%	42.4%	23.8%	28.2%	14.0%	27.5%	13.6%	33.1%	26.1%	31.7%	18.2%	34.2%	31.3%	35.8%	33.3%	26.8%	20.0%	26.7%	19.7%
REFUSED	0.3%	-	-	-	1.2%	-	-	-	-	0.7%	-	1.6%	-	-	-	1.1%	-	-	-	-	-
Mean	52.82	54.84	51.90	56.31	51.39	52.26	51.02	51.69	50.66	56.22	50.76	56.26	49.25	56.19	51.76	57.66	50.99	52.91	50.56	51.28	50.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
18-29	10.7%	8.0%	13.3%	-	9.3%	13.2%	10.0%	20.0%	12.7%	6.7%	10.5%	9.1%	15.2%	8.0%	14.1%	8.2%	12.3%	10.3%	13.3%
30-40	13.0%	13.1%	16.7%	6.2%	14.7%	14.0%	12.5%	4.0%	18.3%	13.3%	17.5%	13.0%	11.4%	10.2%	9.9%	18.4%	18.5%	20.5%	16.7%
41-55	24.7%	16.8%	20.0%	25.0%	12.0%	30.9%	30.0%	20.0%	35.2%	25.0%	31.6%	10.4%	30.4%	19.3%	29.6%	12.2%	32.3%	7.7%	35.0%
56-65	23.0%	29.2%	26.7%	25.0%	32.0%	16.2%	12.5%	24.0%	15.5%	26.7%	17.5%	31.2%	15.2%	28.4%	12.7%	30.6%	20.0%	30.8%	18.3%
OVER 65	28.3%	32.8%	23.3%	43.8%	32.0%	25.7%	35.0%	32.0%	18.3%	28.3%	22.8%	36.4%	27.8%	34.1%	33.8%	30.6%	16.9%	30.8%	16.7%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	52.82	55.20	51.03	59.94	54.85	50.62	53.19	52.62	48.48	54.20	50.35	55.98	50.82	55.77	52.29	54.17	48.81	53.44	48.52

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3		
18-29	10.7%	11.2%	10.0%	11.3%	-	-	-	10.8%	6.9%	8.2%	-	-	-	11.6%	12.5%	13.6%	-	-	-		
30-40	13.0%	9.5%	17.7%	17.4%	28.6%	-	16.7%	14.9%	13.8%	10.2%	40.0%	-	33.3%	5.3%	20.8%	22.7%	-	-	-		
41-55	24.7%	24.9%	23.8%	24.3%	14.3%	50.0%	16.7%	25.7%	29.3%	32.7%	20.0%	-	-	24.2%	19.4%	18.2%	-	100.0%	33.3%		
56-65	23.0%	20.7%	26.2%	25.2%	14.3%	50.0%	50.0%	17.6%	32.8%	32.7%	-	100.0%	66.7%	23.2%	20.8%	19.7%	50.0%	-	33.3%		
OVER 65	28.3%	33.1%	22.3%	21.7%	42.9%	-	16.7%	29.7%	17.2%	16.3%	40.0%	-	-	35.8%	26.4%	25.8%	50.0%	-	33.3%		
REFUSED	0.3%	0.6%	-	-	-	-	-	1.4%	-	-	-	-	-	-	-	-	-	-	-		
Mean	52.82	53.93	51.43	50.90	55.50	54.25	55.75	52.21	52.41	52.35	51.60	60.50	52.00	55.25	50.64	49.83	65.25	48.00	59.50		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
18-29	10.7%	100.0%	-	-	-	-	45.1%	-	22.1%	-	15.0%	-	38.7%	-	17.9%	-	12.1%	-
30-40	13.0%	-	100.0%	-	-	-	54.9%	-	26.9%	-	18.2%	-	61.3%	-	28.4%	-	19.2%	-
41-55	24.7%	-	-	100.0%	-	-	32.5%	51.0%	-	34.6%	-	-	36.0%	53.7%	-	36.4%	-	-
56-65	23.0%	-	-	-	100.0%	-	30.3%	-	44.8%	32.2%	-	-	32.0%	-	50.0%	32.3%	-	-
OVER 65	28.3%	-	-	-	-	100.0%	-	37.3%	-	55.2%	-	100.0%	-	32.0%	-	50.0%	-	100.0%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	52.82	23.50	35.00	48.00	60.50	70.00	29.82	59.98	39.10	65.74	46.00	70.00	30.55	59.04	39.93	65.25	46.58	70.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
18-29	10.7%	50.0%	-	25.6%	-	17.4%	-	9.1%	11.9%	7.0%	17.0%	8.0%	37.5%	26.2%	15.6%	-	2.5%
30-40	13.0%	50.0%	-	25.6%	-	17.4%	-	14.4%	11.9%	6.0%	22.0%	11.0%	25.0%	28.6%	9.4%	8.8%	8.1%
41-55	24.7%	-	29.7%	48.7%	-	33.0%	-	27.3%	22.6%	16.0%	22.0%	36.0%	18.8%	11.9%	28.1%	41.2%	25.0%
56-65	23.0%	-	28.9%	-	41.1%	32.2%	-	24.2%	22.0%	17.0%	23.0%	29.0%	15.6%	26.2%	25.0%	29.4%	21.9%
OVER 65	28.3%	-	41.4%	-	58.9%	-	100.0%	24.2%	31.5%	53.0%	16.0%	16.0%	3.1%	7.1%	18.8%	20.6%	42.5%
REFUSED	0.3%	-	-	-	-	-	-	0.8%	-	1.0%	-	-	-	-	3.1%	-	-
Mean	52.82	29.25	60.72	38.38	66.09	45.50	70.00	52.30	53.23	59.40	47.37	51.76	38.20	42.71	50.27	55.06	58.42



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

28. What is your age? Are you between...?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
18-29	10.7%	21.6%	7.3%	3.1%	3.3%	-	35.7%	4.2%	5.0%	-	-	13.3%	50.0%	7.7%
30-40	13.0%	19.8%	14.5%	4.7%	6.7%	8.6%	14.3%	8.3%	10.0%	-	-	20.0%	-	23.1%
41-55	24.7%	22.4%	32.7%	31.2%	20.0%	11.4%	17.9%	25.0%	30.0%	-	-	26.7%	-	30.8%
56-65	23.0%	24.1%	16.4%	26.6%	33.3%	14.3%	25.0%	33.3%	35.0%	25.0%	100.0%	13.3%	50.0%	7.7%
OVER 65	28.3%	12.1%	29.1%	32.8%	36.7%	65.7%	7.1%	29.2%	20.0%	75.0%	-	26.7%	-	30.8%
REFUSED	0.3%	-	-	1.6%	-	-	-	-	-	-	-	-	-	-
Mean	52.82	45.81	52.77	57.31	58.55	63.13	42.09	56.48	54.25	67.62	60.50	49.67	42.00	50.85

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
MALE	44.0%	43.4%	43.3%	45.5%	45.3%	36.4%	43.8%	16.7%	48.9%	49.6%	-	38.8%	39.4%	20.0%	50.0%
FEMALE	56.0%	56.6%	56.7%	54.5%	54.7%	63.6%	56.2%	83.3%	51.1%	50.4%	100.0%	61.2%	60.6%	80.0%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
MALE	44.0%	41.3%	44.2%	40.0%	51.3%	50.0%	31.6%	36.7%	47.8%	69.8%	36.8%	41.6%	38.9%	40.3%	44.0%	43.3%	46.9%	28.6%	50.0%	34.4%	38.5%
FEMALE	56.0%	58.7%	55.8%	60.0%	48.7%	50.0%	68.4%	63.3%	52.2%	30.2%	63.2%	58.4%	61.1%	59.7%	56.0%	56.7%	53.1%	71.4%	50.0%	65.6%	61.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
MALE	44.0%	77.8%	33.3%	57.1%	46.9%	50.5%	43.8%	40.5%	36.1%	18.2%	70.6%	20.0%	49.6%	49.3%	66.7%	39.3%	38.4%	100.0%	38.1%
FEMALE	56.0%	22.2%	66.7%	42.9%	53.1%	49.5%	56.2%	59.5%	63.9%	81.8%	29.4%	80.0%	50.4%	50.7%	33.3%	60.7%	61.6%	-	61.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
MALE	44.0%	48.3%	49.0%	33.3%	39.5%	40.0%	25.0%	40.0%	44.0%	47.9%	50.5%	12.5%	38.3%	37.6%	66.7%	45.8%	48.6%	69.4%	49.1%	45.2%	50.0%		
FEMALE	56.0%	51.7%	51.0%	66.7%	60.5%	60.0%	75.0%	60.0%	56.0%	52.1%	49.5%	87.5%	61.7%	62.4%	33.3%	54.2%	51.4%	30.6%	50.9%	54.8%	50.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 5

	TOTAL															REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRM IF REQUIRED		EXPAND MEDICAID									
	MARIJUANA	BETTING IN NC	PRIV. SCHOOLS	TAX RATE	PROGRAM	EMPLOYMENT	COMBO								REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref		
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2	
MALE	44.0%	43.4%	40.5%	50.4%	42.3%	45.1%	38.1%	43.6%	61.0%	43.4%	45.5%	44.6%	45.2%	43.8%	45.2%	43.5%	40.7%	51.5%	53.7%	33.3%	100.0%	
FEMALE	56.0%	56.6%	59.5%	49.6%	57.7%	54.9%	61.9%	56.4%	39.0%	56.6%	54.5%	55.4%	54.8%	56.2%	54.8%	56.5%	59.3%	48.5%	46.3%	66.7%	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
MALE	44.0%	100.0%	100.0%	100.0%	-	-	-	43.8%	37.2%	50.0%	41.7%	42.7%	54.5%	33.3%	41.5%	53.3%
FEMALE	56.0%	-	-	-	100.0%	100.0%	100.0%	56.2%	62.8%	50.0%	58.3%	57.3%	45.5%	66.7%	58.5%	46.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106	
MALE	44.0%	42.6%	46.2%	34.4%	29.2%	40.5%	53.3%	46.0%	35.9%	54.7%	12.5%	100.0%	100.0%	100.0%	-	-	-	24.2%	54.2%	47.2%	
FEMALE	56.0%	57.4%	53.8%	65.6%	70.8%	59.5%	46.7%	54.0%	64.1%	45.3%	87.5%	-	-	-	100.0%	100.0%	100.0%	75.8%	45.8%	52.8%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
MALE	44.0%	40.4%	52.8%	43.8%	38.2%	57.6%	31.8%	48.3%	41.7%	50.0%	46.3%	43.4%	39.5%	52.1%	100.0%	100.0%	-	-	44.7%	43.5%
FEMALE	56.0%	59.6%	47.2%	56.2%	61.8%	42.4%	68.2%	51.7%	58.3%	50.0%	53.7%	56.6%	60.5%	47.9%	-	-	100.0%	100.0%	55.3%	56.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
MALE	44.0%	31.0%	61.0%	30.8%	57.7%	47.8%	39.7%	100.0%	100.0%	-	-	44.6%	35.8%	54.8%	42.5%	52.9%	41.2%	42.3%	46.2%	100.0%	100.0%
FEMALE	56.0%	69.0%	39.0%	69.2%	42.3%	52.2%	60.3%	-	-	100.0%	100.0%	55.4%	64.2%	45.2%	57.5%	47.1%	58.8%	57.7%	53.8%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
MALE	44.0%	-	-	41.2%	45.0%	43.6%	48.0%	42.0%	45.5%	46.3%	39.9%	100.0%	100.0%	-	-	49.5%	31.7%	39.0%	46.7%	33.3%	45.1%
FEMALE	56.0%	100.0%	100.0%	58.8%	55.0%	56.4%	52.0%	58.0%	54.5%	53.7%	60.1%	-	-	100.0%	100.0%	50.5%	68.3%	61.0%	53.3%	66.7%	54.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	AFRICAN-AMER.
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
MALE	44.0%	43.8%	50.0%	40.6%	42.7%	41.9%	37.5%	44.0%	43.7%	100.0%	100.0%	-	-	46.6%	38.0%	38.8%	46.2%	33.3%	45.0%
FEMALE	56.0%	56.2%	50.0%	59.4%	57.3%	58.1%	62.5%	56.0%	56.3%	-	-	100.0%	100.0%	53.4%	62.0%	61.2%	53.8%	66.7%	55.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 13

	TOTAL	AGE				AGE CLUSTERS						AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
MALE	44.0%	37.5%	48.7%	48.6%	46.4%	37.6%	43.7%	43.9%	46.2%	41.6%	46.3%	37.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FEMALE	56.0%	62.5%	51.3%	51.4%	53.6%	62.4%	56.3%	56.1%	53.8%	58.4%	53.7%	62.4%	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
MALE	44.0%	-	-	-	-	-	-	100.0%	-	35.0%	51.0%	46.0%	46.9%	50.0%	53.1%	58.8%	36.9%
FEMALE	56.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	65.0%	49.0%	54.0%	53.1%	50.0%	46.9%	41.2%	63.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

29. Gender:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
MALE	44.0%	46.6%	41.8%	43.8%	40.0%	42.9%	50.0%	58.3%	60.0%	50.0%	100.0%	40.0%	-	46.2%
FEMALE	56.0%	53.4%	58.2%	56.2%	60.0%	57.1%	50.0%	41.7%	40.0%	50.0%	-	60.0%	100.0%	53.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	REPUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
LANDLINE	33.3%	30.9%	36.7%	35.2%	34.0%	29.5%	31.2%	25.0%	35.9%	34.9%	100.0%	34.7%	35.2%	20.0%	9.1%
MOBILE PHONE	33.3%	34.2%	31.7%	33.0%	32.8%	36.4%	34.4%	41.7%	32.1%	32.6%	-	33.3%	32.4%	60.0%	40.9%
TEXT	33.3%	34.9%	31.7%	31.8%	33.2%	34.1%	34.4%	33.3%	32.1%	32.6%	-	32.0%	32.4%	20.0%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
LANDLINE	33.3%	34.6%	34.9%	30.7%	33.3%	40.0%	36.8%	31.6%	33.0%	30.2%	36.8%	30.3%	35.6%	39.0%	28.0%	21.7%	38.1%	14.3%	50.0%	37.5%	33.3%
MOBILE PHONE	33.3%	30.8%	23.3%	33.3%	42.3%	20.0%	26.3%	31.6%	36.3%	32.6%	21.1%	34.8%	34.2%	35.1%	22.0%	36.7%	35.4%	42.9%	-	28.1%	29.1%
TEXT	33.3%	34.6%	41.9%	36.0%	24.4%	40.0%	36.8%	36.7%	30.8%	37.2%	42.1%	34.8%	30.2%	26.0%	50.0%	41.7%	26.5%	42.9%	50.0%	34.4%	37.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
LANDLINE	33.3%	33.3%	-	31.0%	29.7%	28.3%	41.7%	40.5%	19.4%	36.4%	41.2%	20.0%	36.0%	36.8%	-	30.7%	31.2%	-	33.3%
MOBILE PHONE	33.3%	33.3%	-	28.6%	32.0%	34.3%	29.2%	34.2%	41.7%	18.2%	29.4%	30.0%	33.1%	33.8%	-	35.0%	34.8%	50.0%	23.8%
TEXT	33.3%	33.3%	100.0%	40.5%	38.3%	37.4%	29.2%	25.3%	38.9%	45.5%	29.4%	50.0%	30.9%	29.4%	100.0%	34.3%	34.1%	50.0%	42.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
LANDLINE	33.3%	35.1%	35.2%	33.3%	31.6%	32.7%	-	31.4%	33.3%	37.8%	36.9%	50.0%	30.8%	31.6%	-	8.3%	43.2%	33.3%	37.5%	35.5%	37.5%
MOBILE PHONE	33.3%	34.4%	34.5%	33.3%	33.3%	34.5%	-	28.6%	29.8%	32.8%	34.2%	12.5%	35.0%	35.0%	33.3%	54.2%	16.2%	30.6%	32.1%	38.7%	18.8%
TEXT	33.3%	30.5%	30.3%	33.3%	35.1%	32.7%	100.0%	40.0%	36.9%	29.4%	28.8%	37.5%	34.2%	33.3%	66.7%	37.5%	40.5%	36.1%	30.4%	25.8%	43.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 5

	BANNER 5															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
LANDLINE	33.3%	29.3%	47.3%	33.9%	33.8%	32.0%	30.9%	32.5%	41.5%	35.2%	30.7%	30.1%	25.8%	33.6%	25.8%	41.3%	36.4%	16.2%	14.8%	25.0%	-
MOBILE PHONE	33.3%	37.1%	24.3%	34.8%	31.5%	36.6%	33.0%	35.0%	22.0%	35.7%	29.7%	32.5%	25.8%	34.7%	25.8%	34.8%	32.1%	33.8%	37.0%	25.0%	-
TEXT	33.3%	33.7%	28.4%	31.3%	34.6%	31.4%	36.1%	32.5%	36.6%	29.1%	39.6%	37.3%	48.4%	31.7%	48.4%	23.9%	31.4%	50.0%	48.1%	50.0%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
LANDLINE	33.3%	35.0%	31.6%	8.6%	46.2%	39.8%	24.2%	43.8%	30.2%	21.7%	25.0%	39.6%	4.5%	50.0%	38.3%	6.7%
MOBILE PHONE	33.3%	47.5%	38.6%	28.6%	25.0%	27.7%	39.4%	30.0%	41.9%	30.4%	66.7%	27.1%	40.9%	50.0%	27.7%	46.7%
TEXT	33.3%	17.5%	29.8%	62.9%	28.8%	32.5%	36.4%	26.2%	27.9%	47.8%	8.3%	33.3%	54.5%	-	34.0%	46.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
LANDLINE	33.3%	36.1%	53.8%	34.4%	35.4%	33.3%	28.3%	35.3%	40.6%	30.7%	62.5%	25.8%	28.1%	26.6%	39.0%	28.6%	42.7%	24.2%	29.2%	37.7%
MOBILE PHONE	33.3%	34.4%	38.5%	30.0%	25.0%	35.7%	41.7%	32.4%	31.2%	33.3%	25.0%	35.5%	43.8%	39.1%	27.1%	39.3%	26.7%	39.4%	45.8%	30.2%
TEXT	33.3%	29.5%	7.7%	35.6%	39.6%	31.0%	30.0%	32.4%	28.1%	36.0%	12.5%	38.7%	28.1%	34.4%	33.9%	32.1%	30.7%	36.4%	25.0%	32.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
LANDLINE	33.3%	40.4%	27.8%	28.1%	38.2%	30.3%	40.9%	35.8%	33.8%	30.0%	19.4%	37.7%	37.5%	32.2%	30.0%	27.0%	42.4%	37.9%	37.2%	32.3%
MOBILE PHONE	33.3%	24.6%	38.9%	37.5%	25.5%	36.4%	31.8%	32.5%	33.8%	30.0%	35.8%	32.5%	32.2%	33.1%	31.7%	44.4%	32.6%	20.7%	34.0%	32.3%
TEXT	33.3%	35.1%	33.3%	34.4%	36.4%	33.3%	27.3%	31.7%	32.5%	40.0%	44.8%	29.8%	30.3%	34.7%	38.3%	28.6%	25.0%	41.4%	28.7%	35.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
LANDLINE	33.3%	37.9%	32.2%	42.3%	32.7%	29.1%	42.9%	28.1%	30.0%	30.0%	51.3%	32.6%	39.6%	21.4%	45.2%	26.5%	45.6%	37.4%	28.5%	24.6%	28.3%
MOBILE PHONE	33.3%	29.3%	33.9%	25.0%	32.7%	37.3%	28.6%	43.8%	38.0%	31.4%	22.4%	30.4%	39.6%	52.4%	20.5%	52.9%	17.6%	29.4%	37.7%	39.1%	40.0%
TEXT	33.3%	32.8%	33.9%	32.7%	34.6%	33.6%	28.6%	28.1%	32.0%	38.6%	26.3%	37.0%	20.8%	26.2%	34.2%	20.6%	36.8%	33.1%	33.8%	36.2%	31.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
LANDLINE	33.3%	46.8%	28.6%	35.3%	32.5%	39.7%	22.0%	43.5%	22.7%	39.0%	29.7%	33.3%	21.8%	43.8%	34.9%	38.9%	28.6%	39.0%	30.7%	50.0%	31.0%
MOBILE PHONE	33.3%	22.3%	35.7%	31.8%	36.2%	26.9%	40.0%	24.6%	38.6%	30.1%	36.2%	30.2%	45.5%	30.1%	30.1%	27.4%	41.3%	36.6%	32.0%	30.0%	32.4%
TEXT	33.3%	30.9%	35.7%	32.9%	31.2%	33.3%	38.0%	31.9%	38.6%	30.9%	34.1%	36.5%	32.7%	26.0%	34.9%	33.7%	30.2%	24.4%	37.3%	20.0%	36.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
LANDLINE	33.3%	41.6%	30.0%	46.9%	44.0%	27.2%	30.0%	12.0%	31.0%	31.7%	22.8%	49.4%	30.4%	39.8%	26.8%	44.9%	27.7%	53.8%	28.3%
MOBILE PHONE	33.3%	28.5%	33.3%	21.9%	29.3%	36.8%	37.5%	52.0%	31.0%	33.3%	42.1%	24.7%	32.9%	28.4%	42.3%	28.6%	30.8%	23.1%	30.0%
TEXT	33.3%	29.9%	36.7%	31.2%	26.7%	36.0%	32.5%	36.0%	38.0%	35.0%	35.1%	26.0%	36.7%	31.8%	31.0%	26.5%	41.5%	23.1%	41.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
LANDLINE	33.3%	34.3%	32.3%	34.8%	14.3%	50.0%	-	28.4%	24.1%	24.5%	20.0%	100.0%	-	38.9%	38.9%	42.4%	-	-	-
MOBILE PHONE	33.3%	33.1%	33.1%	31.3%	71.4%	-	33.3%	37.8%	39.7%	38.8%	80.0%	-	-	29.5%	27.8%	25.8%	50.0%	-	66.7%
TEXT	33.3%	32.5%	34.6%	33.9%	14.3%	50.0%	66.7%	33.8%	36.2%	36.7%	-	-	100.0%	31.6%	33.3%	31.8%	50.0%	100.0%	33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 13

	TOTAL	AGE				AGE CLUSTERS						AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
LANDLINE	33.3%	21.9%	15.4%	21.6%	24.6%	62.4%	18.3%	37.7%	20.0%	45.5%	21.5%	62.4%	3.2%	33.0%	11.9%	40.6%	15.2%	59.4%
MOBILE PHONE	33.3%	53.1%	56.4%	29.7%	33.3%	18.8%	54.9%	26.8%	42.1%	25.3%	39.3%	18.8%	83.9%	25.0%	55.2%	21.9%	44.4%	21.9%
TEXT	33.3%	25.0%	28.2%	48.6%	42.0%	18.8%	26.8%	35.5%	37.9%	29.2%	39.3%	18.8%	12.9%	42.0%	32.8%	37.5%	40.4%	18.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
LANDLINE	33.3%	30.0%	41.4%	26.9%	48.9%	27.0%	64.2%	26.5%	38.7%	100.0%	-	-	34.4%	19.0%	25.0%	23.5%	40.6%
MOBILE PHONE	33.3%	32.5%	28.1%	30.8%	27.8%	34.8%	17.0%	38.6%	29.2%	-	100.0%	-	46.9%	42.9%	43.8%	35.3%	25.6%
TEXT	33.3%	37.5%	30.5%	42.3%	23.3%	38.3%	18.9%	34.8%	32.1%	-	-	100.0%	18.8%	38.1%	31.2%	41.2%	33.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

30. Interview:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
LANDLINE	33.3%	25.0%	32.7%	34.4%	40.0%	54.3%	7.1%	16.7%	15.0%	25.0%	-	33.3%	100.0%	23.1%	
MOBILE PHONE	33.3%	44.8%	29.1%	28.1%	23.3%	20.0%	42.9%	29.2%	30.0%	25.0%	-	26.7%	-	30.8%	
TEXT	33.3%	30.2%	38.2%	37.5%	36.7%	25.7%	50.0%	54.2%	55.0%	50.0%	100.0%	40.0%	-	46.2%	



































DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 1

	TOTAL			AREA					VOTER LIKELIHOOD				GENERIC BALLOT			
	ROCKY MOUNT	NASHVILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUBLICAN CAND.	Vote	Lean	DEMOCRATIC CAND.	Vote	Lean	FIRM UNDECIDED		
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22	
ROCKY MOUNT	50.7%	100.0%	-	-	50.4%	52.3%	53.1%	50.0%	49.6%	50.4%	-	51.0%	50.7%	60.0%	54.5%	
NASHVILLE	20.0%	-	100.0%	-	21.1%	13.6%	12.5%	16.7%	16.8%	15.5%	100.0%	23.1%	23.2%	20.0%	18.2%	
REST OF DISTRICT	29.3%	-	-	100.0%	28.5%	34.1%	34.4%	33.3%	33.6%	34.1%	-	25.9%	26.1%	20.0%	27.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 2

	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN-	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN-	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN-	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN-	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- BOTH	HEARD OF BOTH	
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
ROCKY MOUNT	50.7%	43.3%	46.5%	61.3%	52.6%	40.0%	42.1%	55.7%	50.5%	41.9%	36.8%	57.3%	51.0%	57.1%	54.0%	53.3%	43.4%	42.9%	50.0%	37.5%	51.3%
NASHVILLE	20.0%	16.3%	27.9%	18.7%	21.8%	35.0%	10.5%	24.1%	17.6%	20.9%	31.6%	22.5%	16.8%	20.8%	18.0%	25.0%	17.7%	42.9%	25.0%	28.1%	23.1%
REST OF DISTRICT	29.3%	40.4%	25.6%	20.0%	25.6%	25.0%	47.4%	20.3%	31.9%	37.2%	31.6%	20.2%	32.2%	22.1%	28.0%	21.7%	38.9%	14.3%	25.0%	34.4%	25.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 3

TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES								U.S. SENATE BALLOT						
	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED	
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
ROCKY MOUNT	50.7%	66.7%	33.3%	40.5%	52.3%	48.5%	45.8%	51.9%	58.3%	45.5%	52.9%	60.0%	47.5%	47.8%	33.3%	52.9%	52.9%	50.0%	57.1%
NASHVILLE	20.0%	-	33.3%	26.2%	25.0%	19.2%	18.8%	13.9%	25.0%	45.5%	29.4%	20.0%	18.7%	17.6%	66.7%	22.9%	23.2%	-	9.5%
REST OF DISTRICT	29.3%	33.3%	33.3%	33.3%	22.7%	32.3%	35.4%	34.2%	16.7%	9.1%	17.6%	20.0%	33.8%	34.6%	-	24.3%	23.9%	50.0%	33.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 4

TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
	VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16	
ROCKY MOUNT	50.7%	51.7%	50.3%	83.3%	50.0%	48.2%	100.0%	48.6%	39.3%	50.4%	50.5%	50.0%	52.5%	52.1%	66.7%	54.2%	43.2%	41.7%	50.9%	51.6%	50.0%	
NASHVILLE	20.0%	14.6%	14.5%	16.7%	27.2%	28.2%	-	20.0%	17.9%	15.1%	15.3%	12.5%	23.3%	23.1%	33.3%	20.8%	24.3%	22.2%	13.4%	22.6%	6.2%	
REST OF DISTRICT	29.3%	33.8%	35.2%	-	22.8%	23.6%	-	31.4%	42.9%	34.5%	34.2%	37.5%	24.2%	24.8%	-	25.0%	32.4%	36.1%	35.7%	25.8%	43.8%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY		DK/Ref			
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK		Indep- endent	Other	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
ROCKY MOUNT	50.7%	49.3%	52.7%	49.6%	53.1%	50.3%	50.5%	52.6%	53.7%	48.4%	51.5%	56.6%	48.4%	50.9%	48.4%	53.3%	50.0%	48.5%	48.1%	58.3%	-
NASHVILLE	20.0%	20.0%	21.6%	20.9%	18.5%	18.9%	23.7%	18.8%	22.0%	22.5%	16.8%	8.4%	32.3%	18.1%	32.3%	14.1%	21.4%	25.0%	25.9%	16.7%	50.0%
REST OF DISTRICT	29.3%	30.7%	25.7%	29.6%	28.5%	30.9%	25.8%	28.6%	24.4%	29.1%	31.7%	34.9%	19.4%	30.9%	19.4%	32.6%	28.6%	26.5%	25.9%	25.0%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
ROCKY MOUNT	50.7%	50.0%	49.1%	51.4%	55.8%	50.6%	45.5%	51.2%	32.6%	39.1%	66.7%	57.3%	68.2%	50.0%	56.4%	73.3%
NASHVILLE	20.0%	12.5%	19.3%	28.6%	15.4%	22.9%	21.2%	13.8%	25.6%	26.1%	16.7%	19.8%	22.7%	16.7%	20.2%	13.3%
REST OF DISTRICT	29.3%	37.5%	31.6%	20.0%	28.8%	26.5%	33.3%	35.0%	41.9%	34.8%	16.7%	22.9%	9.1%	33.3%	23.4%	13.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 7

TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
	TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
ROCKY MOUNT	50.7%	50.8%	65.4%	52.2%	52.1%	52.4%	50.0%	50.4%	54.7%	46.7%	37.5%	58.1%	37.5%	53.1%	49.2%	64.3%	48.0%	42.4%	33.3%	46.2%
NASHVILLE	20.0%	14.8%	7.7%	24.4%	22.9%	26.2%	18.3%	15.8%	17.2%	14.7%	12.5%	22.6%	21.9%	15.6%	25.4%	14.3%	16.0%	27.3%	25.0%	15.1%
REST OF DISTRICT	29.3%	34.4%	26.9%	23.3%	25.0%	21.4%	31.7%	33.8%	28.1%	38.7%	50.0%	19.4%	40.6%	31.2%	25.4%	21.4%	36.0%	30.3%	41.7%	38.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
ROCKY MOUNT	50.7%	57.9%	61.1%	62.5%	56.4%	60.6%	59.1%	50.0%	52.3%	40.0%	56.7%	48.7%	51.3%	48.8%	53.3%	46.0%	50.0%	51.7%	42.6%	43.5%
NASHVILLE	20.0%	22.8%	13.9%	18.8%	23.6%	12.1%	13.6%	14.2%	22.5%	30.0%	23.9%	18.9%	17.1%	21.5%	11.7%	25.4%	20.7%	17.2%	17.0%	21.0%
REST OF DISTRICT	29.3%	19.3%	25.0%	18.8%	20.0%	27.3%	27.3%	35.8%	25.2%	30.0%	19.4%	32.5%	31.6%	29.8%	35.0%	28.6%	29.3%	31.0%	40.4%	35.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
ROCKY MOUNT	50.7%	65.5%	54.2%	65.4%	51.9%	48.5%	50.8%	45.3%	58.0%	51.4%	46.1%	43.5%	41.5%	59.5%	57.5%	58.8%	55.9%	50.9%	50.8%	46.4%	53.3%
NASHVILLE	20.0%	17.2%	22.0%	15.4%	21.2%	17.2%	25.4%	18.8%	18.0%	15.7%	30.3%	16.3%	28.3%	19.0%	23.3%	14.7%	23.5%	17.2%	22.3%	17.4%	21.7%
REST OF DISTRICT	29.3%	17.2%	23.7%	19.2%	26.9%	34.3%	23.8%	35.9%	24.0%	32.9%	23.7%	40.2%	30.2%	21.4%	19.2%	26.5%	20.6%	31.9%	26.9%	36.2%	25.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
ROCKY MOUNT	50.7%	54.3%	48.6%	40.0%	46.2%	62.8%	58.0%	62.3%	54.5%	53.7%	47.1%	57.1%	45.5%	50.7%	48.2%	45.3%	41.3%	73.2%	52.0%	70.0%	52.1%
NASHVILLE	20.0%	17.0%	22.9%	17.6%	21.2%	16.7%	24.0%	14.5%	25.0%	16.9%	23.2%	14.3%	23.6%	19.2%	22.9%	16.8%	23.8%	17.1%	22.7%	16.7%	21.1%
REST OF DISTRICT	29.3%	28.7%	28.6%	42.4%	32.5%	20.5%	18.0%	23.2%	20.5%	29.4%	29.7%	28.6%	30.9%	30.1%	28.9%	37.9%	34.9%	9.8%	25.3%	13.3%	26.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60
ROCKY MOUNT	50.7%	51.1%	60.0%	53.1%	46.7%	47.1%	42.5%	36.0%	53.5%	51.7%	45.6%	50.6%	48.1%	42.0%	43.7%	67.3%	50.8%	61.5%	51.7%
NASHVILLE	20.0%	16.1%	16.7%	18.8%	14.7%	24.3%	22.5%	24.0%	25.4%	18.3%	22.8%	14.3%	25.3%	17.0%	23.9%	14.3%	24.6%	15.4%	21.7%
REST OF DISTRICT	29.3%	32.8%	23.3%	28.1%	38.7%	28.7%	35.0%	40.0%	21.1%	30.0%	31.6%	35.1%	26.6%	40.9%	32.4%	18.4%	24.6%	23.1%	26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 12

	RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
ROCKY MOUNT	50.7%	43.2%	60.0%	58.3%	71.4%	100.0%	66.7%	41.9%	60.3%	57.1%	80.0%	100.0%	66.7%	44.2%	59.7%	59.1%	50.0%	100.0%	66.7%
NASHVILLE	20.0%	20.1%	20.0%	19.1%	28.6%	-	33.3%	20.3%	19.0%	18.4%	20.0%	-	33.3%	20.0%	20.8%	19.7%	50.0%	-	33.3%
REST OF DISTRICT	29.3%	36.7%	20.0%	22.6%	-	-	-	37.8%	20.7%	24.5%	-	-	-	35.8%	19.4%	21.2%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
ROCKY MOUNT	50.7%	56.2%	59.0%	59.5%	46.4%	41.2%	57.7%	48.7%	58.6%	43.5%	54.7%	41.2%	48.4%	51.0%	55.2%	45.3%	52.5%	43.8%
NASHVILLE	20.0%	12.5%	15.4%	24.3%	20.3%	21.2%	14.1%	21.9%	19.3%	20.8%	19.6%	21.2%	22.6%	19.0%	19.4%	20.3%	21.2%	15.6%
REST OF DISTRICT	29.3%	31.2%	25.6%	16.2%	33.3%	37.6%	28.2%	29.4%	22.1%	35.7%	25.7%	37.6%	29.0%	30.0%	25.4%	34.4%	26.3%	40.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
ROCKY MOUNT	50.7%	65.0%	46.9%	61.5%	42.2%	56.5%	39.6%	50.0%	51.2%	47.0%	52.0%	53.0%	56.2%	54.8%	46.9%	35.3%	52.5%
NASHVILLE	20.0%	7.5%	24.2%	19.2%	21.1%	18.3%	24.5%	19.7%	20.2%	22.0%	19.0%	19.0%	15.6%	16.7%	18.8%	26.5%	20.6%
REST OF DISTRICT	29.3%	27.5%	28.9%	19.2%	36.7%	25.2%	35.8%	30.3%	28.6%	31.0%	29.0%	28.0%	28.1%	28.6%	34.4%	38.2%	26.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

32. HD 25 AREA:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
ROCKY MOUNT	50.7%	52.6%	47.3%	48.4%	50.0%	54.3%	50.0%	45.8%	45.0%	50.0%	100.0%	46.7%	50.0%	46.2%	
NASHVILLE	20.0%	16.4%	21.8%	21.9%	26.7%	20.0%	28.6%	16.7%	20.0%	-	-	33.3%	50.0%	30.8%	
REST OF DISTRICT	29.3%	31.0%	30.9%	29.7%	23.3%	25.7%	21.4%	37.5%	35.0%	50.0%	-	20.0%	-	23.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
NEWLY REGISTERED	10.7%	11.8%	8.3%	10.2%	9.4%	18.2%	9.4%	41.7%	5.3%	5.4%	-	13.6%	13.4%	20.0%	22.7%
1 OF 4	14.0%	15.1%	11.7%	13.6%	11.7%	27.3%	25.0%	33.3%	9.9%	10.1%	-	17.0%	16.2%	40.0%	18.2%
2 OF 4	10.7%	9.9%	10.0%	12.5%	10.5%	11.4%	15.6%	-	12.2%	12.4%	-	9.5%	9.9%	-	9.1%
3 OF 4	11.3%	7.9%	15.0%	14.8%	11.7%	9.1%	12.5%	-	16.8%	17.1%	-	8.2%	8.5%	-	-
4 OF 4	53.3%	55.3%	55.0%	48.9%	56.6%	34.1%	37.5%	25.0%	55.7%	55.0%	100.0%	51.7%	52.1%	40.0%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
NEWLY REGISTERED	10.7%	6.7%	-	13.3%	19.2%	-	10.5%	7.6%	13.2%	11.6%	10.5%	7.9%	12.1%	7.8%	2.0%	16.7%	13.3%	-	-	3.1%	6.8%
1 OF 4	14.0%	8.7%	14.0%	21.3%	14.1%	30.0%	15.8%	12.7%	12.6%	11.6%	21.1%	14.6%	13.4%	7.8%	8.0%	18.3%	18.6%	57.1%	-	18.8%	16.2%
2 OF 4	10.7%	8.7%	4.7%	5.3%	21.8%	5.0%	5.3%	5.1%	14.3%	-	5.3%	10.1%	14.8%	9.1%	4.0%	6.7%	16.8%	-	25.0%	6.2%	4.3%
3 OF 4	11.3%	13.5%	16.3%	6.7%	10.3%	10.0%	10.5%	11.4%	11.5%	9.3%	15.8%	14.6%	9.4%	9.1%	14.0%	13.3%	10.6%	-	-	12.5%	11.1%
4 OF 4	53.3%	62.5%	65.1%	53.3%	34.6%	55.0%	57.9%	63.3%	48.4%	67.4%	47.4%	52.8%	50.3%	66.2%	72.0%	45.0%	40.7%	42.9%	75.0%	59.4%	61.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
NEWLY REGISTERED	10.7%	22.2%	33.3%	7.1%	8.6%	7.1%	6.2%	12.7%	8.3%	18.2%	35.3%	10.0%	7.9%	8.1%	-	12.1%	11.6%	50.0%	19.0%
1 OF 4	14.0%	11.1%	-	7.1%	10.9%	10.1%	22.9%	12.7%	16.7%	27.3%	5.9%	10.0%	10.1%	10.3%	-	17.9%	18.1%	-	14.3%
2 OF 4	10.7%	-	-	2.4%	6.2%	15.2%	14.6%	7.6%	8.3%	9.1%	-	-	11.5%	11.8%	-	9.3%	9.4%	-	14.3%
3 OF 4	11.3%	11.1%	33.3%	11.9%	13.3%	11.1%	6.2%	13.9%	11.1%	-	23.5%	10.0%	15.8%	15.4%	33.3%	8.6%	8.7%	-	-
4 OF 4	53.3%	55.6%	33.3%	71.4%	60.9%	56.6%	50.0%	53.2%	55.6%	45.5%	35.3%	70.0%	54.7%	54.4%	66.7%	52.1%	52.2%	50.0%	52.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES		HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED	
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS		
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16		
NEWLY REGISTERED	10.7%	6.6%	6.2%	16.7%	13.2%	12.7%	25.0%	20.0%	6.0%	5.9%	5.4%	12.5%	7.5%	6.8%	33.3%	37.5%	18.9%	11.1%	6.2%	3.2%	25.0%		
1 OF 4	14.0%	10.6%	11.0%	-	16.7%	15.5%	50.0%	20.0%	7.1%	10.9%	10.8%	12.5%	17.5%	17.1%	33.3%	20.8%	8.1%	11.1%	10.7%	9.7%	12.5%		
2 OF 4	10.7%	13.9%	13.8%	16.7%	7.9%	8.2%	-	5.7%	9.5%	11.8%	11.7%	12.5%	10.8%	11.1%	-	4.2%	10.8%	-	12.5%	19.4%	12.5%		
3 OF 4	11.3%	15.2%	15.9%	-	9.6%	10.0%	-	-	14.3%	15.1%	16.2%	-	7.5%	6.8%	33.3%	16.7%	8.1%	8.3%	15.2%	12.9%	-		
4 OF 4	53.3%	53.6%	53.1%	66.7%	52.6%	53.6%	25.0%	54.3%	63.1%	56.3%	55.9%	62.5%	56.7%	58.1%	-	20.8%	54.1%	69.4%	55.4%	54.8%	50.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
NEWLY REGISTERED	10.7%	12.7%	8.1%	15.7%	8.5%	12.0%	7.2%	10.3%	12.2%	12.1%	8.9%	6.0%	12.9%	10.2%	12.9%	8.7%	12.1%	10.3%	11.1%	8.3%	-
1 OF 4	14.0%	14.1%	14.9%	14.8%	13.8%	16.6%	10.3%	14.5%	14.6%	14.8%	13.9%	12.0%	16.1%	14.0%	16.1%	9.8%	16.4%	14.7%	14.8%	8.3%	50.0%
2 OF 4	10.7%	10.2%	12.2%	9.6%	10.0%	9.1%	13.4%	11.1%	7.3%	10.4%	10.9%	10.8%	12.9%	10.6%	12.9%	14.1%	9.3%	8.8%	9.3%	8.3%	-
3 OF 4	11.3%	11.7%	8.1%	13.9%	8.5%	13.7%	8.2%	10.7%	12.2%	8.8%	13.9%	16.9%	9.7%	11.3%	9.7%	14.1%	7.9%	14.7%	18.5%	-	-
4 OF 4	53.3%	51.2%	56.8%	46.1%	59.2%	48.6%	60.8%	53.4%	53.7%	53.8%	52.5%	54.2%	48.4%	54.0%	48.4%	53.3%	54.3%	51.5%	46.3%	75.0%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
NEWLY REGISTERED	10.7%	7.5%	17.5%	5.7%	9.6%	8.4%	15.2%	7.5%	2.3%	4.3%	16.7%	16.7%	22.7%	16.7%	16.0%	26.7%
1 OF 4	14.0%	15.0%	17.5%	14.3%	5.8%	15.7%	15.2%	6.2%	7.0%	15.2%	33.3%	20.8%	13.6%	50.0%	20.2%	20.0%
2 OF 4	10.7%	15.0%	10.5%	14.3%	13.5%	8.4%	3.0%	15.0%	14.0%	8.7%	8.3%	7.3%	9.1%	16.7%	7.4%	13.3%
3 OF 4	11.3%	17.5%	10.5%	20.0%	11.5%	6.0%	9.1%	15.0%	16.3%	15.2%	8.3%	4.2%	13.6%	-	4.3%	13.3%
4 OF 4	53.3%	45.0%	43.9%	45.7%	59.6%	61.4%	57.6%	56.2%	60.5%	56.5%	33.3%	51.0%	40.9%	16.7%	52.1%	26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE			IDEOLOGY: WHITE			
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
NEWLY REGISTERED	10.7%	4.9%	15.4%	15.6%	18.8%	11.9%	8.3%	9.4%	12.5%	6.7%	-	22.6%	9.4%	7.8%	11.9%	7.1%	10.7%	6.1%	4.2%	5.7%
1 OF 4	14.0%	8.2%	11.5%	21.1%	20.8%	21.4%	15.0%	10.1%	10.9%	9.3%	12.5%	25.8%	12.5%	14.1%	18.6%	17.9%	6.7%	12.1%	8.3%	8.5%
2 OF 4	10.7%	16.4%	11.5%	7.8%	8.3%	7.1%	15.0%	10.8%	10.9%	10.7%	-	6.5%	25.0%	9.4%	8.5%	3.6%	12.0%	9.1%	20.8%	12.3%
3 OF 4	11.3%	18.0%	7.7%	10.0%	8.3%	11.9%	5.0%	15.8%	14.1%	17.3%	12.5%	12.9%	9.4%	20.3%	8.5%	-	12.0%	21.2%	4.2%	17.0%
4 OF 4	53.3%	52.5%	53.8%	45.6%	43.8%	47.6%	56.7%	54.0%	51.6%	56.0%	75.0%	32.3%	43.8%	48.4%	52.5%	71.4%	58.7%	51.5%	62.5%	56.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
<b>Total</b>	<b>300</b>	<b>57</b>	<b>36</b>	<b>32</b>	<b>55</b>	<b>33</b>	<b>22</b>	<b>120</b>	<b>151</b>	<b>10</b>	<b>67</b>	<b>228</b>	<b>152</b>	<b>121</b>	<b>60</b>	<b>63</b>	<b>92</b>	<b>58</b>	<b>94</b>	<b>62</b>
<b>NEWLY REGISTERED</b>	<b>10.7%</b>	<b>21.1%</b>	<b>11.1%</b>	<b>21.9%</b>	<b>20.0%</b>	<b>12.1%</b>	<b>22.7%</b>	<b>6.7%</b>	<b>11.3%</b>	<b>20.0%</b>	<b>13.4%</b>	<b>10.1%</b>	<b>7.2%</b>	<b>15.7%</b>	<b>6.7%</b>	<b>17.5%</b>	<b>7.6%</b>	<b>13.8%</b>	<b>3.2%</b>	<b>8.1%</b>
<b>1 OF 4</b>	<b>14.0%</b>	<b>26.3%</b>	<b>19.4%</b>	<b>15.6%</b>	<b>25.5%</b>	<b>18.2%</b>	<b>22.7%</b>	<b>9.2%</b>	<b>18.5%</b>	<b>30.0%</b>	<b>11.9%</b>	<b>14.9%</b>	<b>12.5%</b>	<b>16.5%</b>	<b>13.3%</b>	<b>19.0%</b>	<b>12.0%</b>	<b>13.8%</b>	<b>8.5%</b>	<b>6.5%</b>
<b>2 OF 4</b>	<b>10.7%</b>	<b>7.0%</b>	<b>11.1%</b>	<b>6.2%</b>	<b>7.3%</b>	<b>12.1%</b>	<b>9.1%</b>	<b>10.8%</b>	<b>9.9%</b>	<b>10.0%</b>	<b>10.4%</b>	<b>11.0%</b>	<b>10.5%</b>	<b>9.9%</b>	<b>15.0%</b>	<b>9.5%</b>	<b>7.6%</b>	<b>10.3%</b>	<b>12.8%</b>	<b>9.7%</b>
<b>3 OF 4</b>	<b>11.3%</b>	<b>3.5%</b>	<b>5.6%</b>	<b>12.5%</b>	<b>3.6%</b>	<b>6.1%</b>	<b>9.1%</b>	<b>17.5%</b>	<b>7.9%</b>	<b>10.0%</b>	<b>14.9%</b>	<b>10.5%</b>	<b>11.8%</b>	<b>11.6%</b>	<b>15.0%</b>	<b>15.9%</b>	<b>9.8%</b>	<b>6.9%</b>	<b>18.1%</b>	<b>14.5%</b>
<b>4 OF 4</b>	<b>53.3%</b>	<b>42.1%</b>	<b>52.8%</b>	<b>43.8%</b>	<b>43.6%</b>	<b>51.5%</b>	<b>36.4%</b>	<b>55.8%</b>	<b>52.3%</b>	<b>30.0%</b>	<b>49.3%</b>	<b>53.5%</b>	<b>57.9%</b>	<b>46.3%</b>	<b>50.0%</b>	<b>38.1%</b>	<b>63.0%</b>	<b>55.2%</b>	<b>57.4%</b>	<b>61.3%</b>

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
NEWLY REGISTERED	10.7%	13.8%	23.7%	15.4%	21.2%	9.0%	14.3%	9.4%	18.0%	8.6%	11.8%	5.4%	5.7%	16.7%	20.5%	17.6%	19.1%	11.7%	8.5%	10.1%	13.3%
1 OF 4	14.0%	19.0%	27.1%	19.2%	28.8%	11.9%	18.3%	14.1%	22.0%	10.0%	15.8%	10.9%	5.7%	14.3%	27.4%	17.6%	26.5%	17.2%	10.8%	17.4%	15.0%
2 OF 4	10.7%	6.9%	10.2%	7.7%	11.5%	11.2%	11.9%	12.5%	14.0%	10.0%	10.5%	10.9%	18.9%	11.9%	6.8%	14.7%	7.4%	9.2%	12.3%	14.5%	10.0%
3 OF 4	11.3%	1.7%	8.5%	1.9%	9.6%	15.7%	6.3%	18.8%	10.0%	12.9%	3.9%	19.6%	9.4%	7.1%	4.1%	5.9%	4.4%	9.8%	13.8%	14.5%	16.7%
4 OF 4	53.3%	58.6%	30.5%	55.8%	28.8%	52.2%	49.2%	45.3%	36.0%	58.6%	57.9%	53.3%	60.4%	50.0%	41.1%	44.1%	42.6%	52.1%	54.6%	43.5%	45.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
NEWLY REGISTERED	10.7%	12.8%	4.3%	5.9%	5.0%	17.9%	14.0%	18.8%	11.4%	3.7%	18.1%	3.2%	20.0%	4.1%	16.9%	1.1%	11.1%	9.8%	24.0%	10.0%	22.5%
1 OF 4	14.0%	17.0%	7.1%	14.1%	3.8%	20.5%	22.0%	20.3%	25.0%	14.0%	13.0%	11.1%	16.4%	16.4%	10.8%	7.4%	9.5%	29.3%	16.0%	33.3%	16.9%
2 OF 4	10.7%	5.3%	14.3%	11.8%	13.8%	6.4%	10.0%	7.2%	11.4%	10.3%	10.9%	11.1%	14.5%	9.6%	8.4%	12.6%	12.7%	4.9%	9.3%	6.7%	9.9%
3 OF 4	11.3%	6.4%	11.4%	14.1%	17.5%	5.1%	8.0%	2.9%	9.1%	14.0%	10.1%	17.5%	14.5%	11.0%	7.2%	16.8%	14.3%	7.3%	6.7%	3.3%	7.0%
4 OF 4	53.3%	58.5%	62.9%	54.1%	60.0%	50.0%	46.0%	50.7%	43.2%	58.1%	47.8%	57.1%	34.5%	58.9%	56.6%	62.1%	52.4%	48.8%	44.0%	46.7%	43.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
NEWLY REGISTERED	10.7%	5.1%	6.7%	-	6.7%	15.4%	10.0%	12.0%	19.7%	5.0%	15.8%	5.2%	15.2%	2.3%	8.5%	10.2%	23.1%	10.3%	21.7%	
1 OF 4	14.0%	15.3%	23.3%	6.2%	16.0%	14.0%	15.0%	20.0%	11.3%	16.7%	15.8%	14.3%	12.7%	9.1%	9.9%	26.5%	18.5%	30.8%	18.3%	
2 OF 4	10.7%	8.8%	-	18.8%	8.0%	12.5%	12.5%	20.0%	9.9%	11.7%	14.0%	6.5%	11.4%	11.4%	14.1%	4.1%	10.8%	5.1%	11.7%	
3 OF 4	11.3%	12.4%	13.3%	15.6%	10.7%	11.8%	10.0%	8.0%	14.1%	15.0%	17.5%	10.4%	7.6%	15.9%	15.5%	6.1%	7.7%	2.6%	8.3%	
4 OF 4	53.3%	58.4%	56.7%	59.4%	58.7%	46.3%	52.5%	40.0%	45.1%	51.7%	36.8%	63.6%	53.2%	61.4%	52.1%	53.1%	40.0%	51.3%	40.0%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer./ Black	His- panic/ Latino	Asian/ Asian- Amer.
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
NEWLY REGISTERED	10.7%	5.3%	17.7%	17.4%	14.3%	50.0%	16.7%	4.1%	20.7%	18.4%	20.0%	100.0%	33.3%	6.3%	15.3%	16.7%	-	-	-
1 OF 4	14.0%	8.9%	20.8%	21.7%	28.6%	-	-	12.2%	20.7%	22.4%	20.0%	-	-	6.3%	20.8%	21.2%	50.0%	-	-
2 OF 4	10.7%	13.0%	7.7%	8.7%	-	-	-	16.2%	8.6%	10.2%	-	-	-	10.5%	6.9%	7.6%	-	-	-
3 OF 4	11.3%	15.4%	6.2%	5.2%	-	50.0%	16.7%	17.6%	12.1%	12.2%	-	-	33.3%	13.7%	1.4%	-	-	100.0%	-
4 OF 4	53.3%	57.4%	47.7%	47.0%	57.1%	-	66.7%	50.0%	37.9%	36.7%	60.0%	-	33.3%	63.2%	55.6%	54.5%	50.0%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
NEWLY REGISTERED	10.7%	37.5%	20.5%	8.1%	7.2%	1.2%	28.2%	5.3%	17.9%	3.9%	14.5%	1.2%	25.8%	7.0%	14.9%	7.8%	14.1%	3.1%
1 OF 4	14.0%	34.4%	30.8%	6.8%	15.9%	3.5%	32.4%	8.3%	19.3%	9.1%	18.2%	3.5%	35.5%	10.0%	19.4%	12.5%	19.2%	6.2%
2 OF 4	10.7%	15.6%	7.7%	12.2%	11.6%	7.1%	11.3%	10.1%	11.7%	9.1%	11.7%	7.1%	12.9%	12.0%	13.4%	10.9%	12.1%	12.5%
3 OF 4	11.3%	-	7.7%	18.9%	14.5%	8.2%	4.2%	13.6%	11.7%	11.0%	12.6%	8.2%	9.7%	17.0%	19.4%	10.9%	19.2%	3.1%
4 OF 4	53.3%	12.5%	33.3%	54.1%	50.7%	80.0%	23.9%	62.7%	39.3%	66.9%	43.0%	80.0%	16.1%	54.0%	32.8%	57.8%	35.4%	75.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
NEWLY REGISTERED	10.7%	30.0%	3.9%	20.5%	1.1%	14.8%	-	11.4%	10.1%	11.0%	15.0%	6.0%	100.0%	-	-	-	-
1 OF 4	14.0%	30.0%	7.0%	19.2%	6.7%	17.4%	1.9%	15.9%	12.5%	8.0%	18.0%	16.0%	-	100.0%	-	-	-
2 OF 4	10.7%	10.0%	8.6%	10.3%	7.8%	11.3%	3.8%	12.9%	8.9%	8.0%	14.0%	10.0%	-	-	100.0%	-	-
3 OF 4	11.3%	-	10.9%	5.1%	11.1%	7.0%	11.3%	15.2%	8.3%	8.0%	12.0%	14.0%	-	-	-	100.0%	-
4 OF 4	53.3%	30.0%	69.5%	44.9%	73.3%	49.6%	83.0%	44.7%	60.1%	65.0%	41.0%	54.0%	-	-	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

33. Voter Household General Election History:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY							PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13	
NEWLY REGISTERED	10.7%	26.7%	1.8%	-	-	-	21.4%	-	-	-	-	6.7%	-	7.7%	
1 OF 4	14.0%	32.8%	7.3%	-	-	-	35.7%	-	-	-	-	-	-	-	
2 OF 4	10.7%	19.8%	14.5%	1.6%	-	-	17.9%	-	-	-	-	6.7%	-	7.7%	
3 OF 4	11.3%	9.5%	20.0%	15.6%	6.7%	-	10.7%	20.8%	25.0%	-	-	13.3%	-	15.4%	
4 OF 4	53.3%	11.2%	56.4%	82.8%	93.3%	100.0%	14.3%	79.2%	75.0%	100.0%	100.0%	73.3%	100.0%	69.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH- VILLE	REST OF DIST.	DEFIN- ITELY VOTING	LIKELY VOTING	Very Likely	Some- what Likely	RE PUB- LICAN CAND.	Vote	Lean	DEMO- CRATIC CAND.	Vote	Lean	FIRM UNDE- CIDED
Total	300	152	60	88	256	44	32	12	131	129	2	147	142	5	22
0 OF 4	38.7%	40.1%	31.7%	40.9%	35.5%	56.8%	50.0%	75.0%	33.6%	34.1%	-	40.8%	40.1%	60.0%	54.5%
1 OF 4	18.3%	17.1%	20.0%	19.3%	18.0%	20.5%	21.9%	16.7%	19.8%	18.6%	100.0%	17.7%	17.6%	20.0%	13.6%
2 OF 4	21.3%	20.4%	23.3%	21.6%	22.7%	13.6%	15.6%	8.3%	20.6%	20.9%	-	22.4%	22.5%	20.0%	18.2%
3 OF 4	10.0%	9.9%	13.3%	8.0%	11.7%	-	-	-	10.7%	10.9%	-	9.5%	9.9%	-	9.1%
4 OF 4	11.7%	12.5%	11.7%	10.2%	12.1%	9.1%	12.5%	-	15.3%	15.5%	-	9.5%	9.9%	-	4.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	104	43	75	78	20	19	79	182	43	19	89	149	77	50	60	113	7	4	32	117
0 OF 4	38.7%	28.8%	25.6%	46.7%	51.3%	30.0%	42.1%	31.6%	42.3%	23.3%	36.8%	37.1%	44.3%	24.7%	24.0%	46.7%	50.4%	42.9%	25.0%	31.2%	33.3%
1 OF 4	18.3%	19.2%	25.6%	12.0%	19.2%	25.0%	26.3%	19.0%	16.5%	27.9%	21.1%	19.1%	14.8%	19.5%	26.0%	16.7%	15.0%	28.6%	50.0%	28.1%	20.5%
2 OF 4	21.3%	23.1%	30.2%	16.0%	19.2%	30.0%	21.1%	22.8%	19.8%	25.6%	15.8%	25.8%	18.1%	23.4%	22.0%	20.0%	20.4%	14.3%	-	31.2%	23.9%
3 OF 4	10.0%	14.4%	7.0%	13.3%	2.6%	5.0%	10.5%	12.7%	9.3%	9.3%	15.8%	9.0%	10.1%	15.6%	10.0%	11.7%	5.3%	-	25.0%	3.1%	11.1%
4 OF 4	11.7%	14.4%	11.6%	12.0%	7.7%	10.0%	-	13.9%	12.1%	14.0%	10.5%	9.0%	12.8%	16.9%	18.0%	5.0%	8.8%	14.3%	-	6.2%	11.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 3

	TOTAL	CHESSEY/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	9	3	42	128	99	48	79	36	11	17	10	139	136	3	140	138	2	21
0 OF 4	38.7%	33.3%	33.3%	16.7%	28.9%	36.4%	35.4%	41.8%	41.7%	45.5%	41.2%	30.0%	36.0%	36.8%	-	40.0%	39.9%	50.0%	47.6%
1 OF 4	18.3%	11.1%	-	28.6%	23.4%	18.2%	20.8%	19.0%	11.1%	9.1%	23.5%	30.0%	20.1%	20.6%	-	16.4%	16.7%	-	19.0%
2 OF 4	21.3%	33.3%	33.3%	26.2%	25.8%	19.2%	25.0%	17.7%	22.2%	27.3%	23.5%	40.0%	19.4%	19.1%	33.3%	23.6%	23.2%	50.0%	19.0%
3 OF 4	10.0%	11.1%	33.3%	14.3%	10.9%	13.1%	8.3%	8.9%	13.9%	9.1%	-	-	9.4%	8.8%	33.3%	10.7%	10.9%	-	9.5%
4 OF 4	11.7%	11.1%	-	14.3%	10.9%	13.1%	10.4%	12.7%	11.1%	9.1%	11.8%	-	15.1%	14.7%	33.3%	9.3%	9.4%	-	4.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE BARNES			HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR. CHES- SER		VOTE BARNES AND	VOTE BARNES AND	UNDE- CIDED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS
Total	300	151	145	6	114	110	4	35	84	119	111	8	120	117	3	24	37	36	112	31	16
0 OF 4	38.7%	36.4%	35.9%	50.0%	37.7%	36.4%	75.0%	51.4%	25.0%	35.3%	34.2%	50.0%	34.2%	33.3%	66.7%	70.8%	43.2%	22.2%	33.0%	38.7%	37.5%
1 OF 4	18.3%	18.5%	18.6%	16.7%	18.4%	19.1%	-	17.1%	20.2%	18.5%	18.0%	25.0%	18.3%	18.8%	-	20.8%	16.2%	25.0%	18.8%	19.4%	25.0%
2 OF 4	21.3%	19.2%	19.3%	16.7%	26.3%	27.3%	-	14.3%	22.6%	21.0%	21.6%	12.5%	24.2%	23.9%	33.3%	8.3%	21.6%	25.0%	21.4%	12.9%	25.0%
3 OF 4	10.0%	11.3%	11.0%	16.7%	8.8%	8.2%	25.0%	8.6%	14.3%	8.4%	9.0%	-	12.5%	12.8%	-	-	13.5%	11.1%	8.9%	22.6%	6.2%
4 OF 4	11.7%	14.6%	15.2%	-	8.8%	9.1%	-	8.6%	17.9%	16.8%	17.1%	12.5%	10.8%	11.1%	-	-	5.4%	16.7%	17.9%	6.5%	6.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	205	74	115	130	175	97	234	41	182	101	83	31	265	31	92	140	68	54	12	2
0 OF 4	38.7%	37.6%	41.9%	44.3%	36.2%	43.4%	30.9%	39.3%	36.6%	38.5%	37.6%	37.3%	45.2%	38.1%	45.2%	37.0%	38.6%	41.2%	44.4%	25.0%	50.0%
1 OF 4	18.3%	18.5%	20.3%	18.3%	17.7%	18.3%	16.5%	19.7%	7.3%	17.0%	21.8%	18.1%	25.8%	17.4%	25.8%	17.4%	17.9%	20.6%	24.1%	8.3%	-
2 OF 4	21.3%	20.5%	18.9%	21.7%	20.8%	20.0%	27.8%	20.5%	24.4%	23.1%	18.8%	21.7%	12.9%	22.6%	12.9%	21.7%	25.0%	13.2%	13.0%	16.7%	-
3 OF 4	10.0%	11.7%	5.4%	9.6%	8.5%	9.1%	10.3%	9.8%	12.2%	11.5%	5.9%	8.4%	3.2%	10.6%	3.2%	9.8%	9.3%	11.8%	11.1%	16.7%	-
4 OF 4	11.7%	11.7%	13.5%	6.1%	16.9%	9.1%	14.4%	10.7%	19.5%	9.9%	15.8%	14.5%	12.9%	11.3%	12.9%	14.1%	9.3%	13.2%	7.4%	33.3%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	
Total	300	40	57	35	52	83	33	80	43	46	12	96	22	6	94	15
0 OF 4	38.7%	40.0%	42.1%	40.0%	34.6%	36.1%	42.4%	33.8%	23.3%	39.1%	58.3%	44.8%	45.5%	66.7%	43.6%	46.7%
1 OF 4	18.3%	15.0%	14.0%	25.7%	19.2%	20.5%	15.2%	18.8%	23.3%	19.6%	8.3%	15.6%	22.7%	16.7%	16.0%	26.7%
2 OF 4	21.3%	20.0%	26.3%	14.3%	23.1%	24.1%	12.1%	23.8%	32.6%	13.0%	8.3%	21.9%	13.6%	-	22.3%	13.3%
3 OF 4	10.0%	12.5%	7.0%	8.6%	7.7%	10.8%	15.2%	11.2%	11.6%	15.2%	-	8.3%	4.5%	-	8.5%	6.7%
4 OF 4	11.7%	12.5%	10.5%	11.4%	15.4%	8.4%	15.2%	12.5%	9.3%	13.0%	25.0%	9.4%	13.6%	16.7%	9.6%	6.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY		IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	61	26	90	48	42	60	139	64	75	8	31	32	64	59	28	75	33	24	106
0 OF 4	38.7%	36.1%	38.5%	42.2%	45.8%	38.1%	38.3%	38.1%	42.2%	34.7%	37.5%	51.6%	37.5%	39.1%	37.3%	39.3%	37.3%	21.2%	41.7%	34.9%
1 OF 4	18.3%	18.0%	15.4%	20.0%	18.8%	21.4%	16.7%	18.7%	18.8%	18.7%	25.0%	16.1%	18.8%	18.8%	22.0%	14.3%	18.7%	30.3%	8.3%	19.8%
2 OF 4	21.3%	27.9%	7.7%	23.3%	22.9%	23.8%	21.7%	18.7%	12.5%	24.0%	25.0%	22.6%	28.1%	17.2%	23.7%	14.3%	20.0%	27.3%	25.0%	20.8%
3 OF 4	10.0%	8.2%	11.5%	6.7%	6.2%	7.1%	11.7%	10.1%	7.8%	12.0%	-	3.2%	6.2%	10.9%	8.5%	17.9%	9.3%	12.1%	16.7%	11.3%
4 OF 4	11.7%	9.8%	26.9%	7.8%	6.2%	9.5%	11.7%	14.4%	18.8%	10.7%	12.5%	6.5%	9.4%	14.1%	8.5%	14.3%	14.7%	9.1%	8.3%	13.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	57	36	32	55	33	22	120	151	10	67	228	152	121	60	63	92	58	94	62
0 OF 4	38.7%	54.4%	36.1%	46.9%	52.7%	36.4%	45.5%	35.8%	39.7%	50.0%	41.8%	38.2%	36.2%	41.3%	40.0%	41.3%	33.7%	41.4%	33.0%	27.4%
1 OF 4	18.3%	14.0%	22.2%	15.6%	14.5%	24.2%	18.2%	17.5%	17.9%	20.0%	17.9%	18.9%	20.4%	16.5%	20.0%	17.5%	20.7%	15.5%	23.4%	16.1%
2 OF 4	21.3%	21.1%	19.4%	12.5%	21.8%	21.2%	9.1%	22.5%	21.9%	20.0%	19.4%	21.5%	20.4%	24.8%	18.3%	27.0%	21.7%	22.4%	20.2%	29.0%
3 OF 4	10.0%	3.5%	8.3%	6.2%	3.6%	9.1%	9.1%	10.0%	10.6%	10.0%	9.0%	10.1%	8.6%	8.3%	5.0%	7.9%	10.9%	8.6%	10.6%	14.5%
4 OF 4	11.7%	7.0%	13.9%	18.8%	7.3%	9.1%	18.2%	14.2%	9.9%	-	11.9%	11.4%	14.5%	9.1%	16.7%	6.3%	13.0%	12.1%	12.8%	12.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	58	59	52	52	134	126	64	50	70	76	92	53	42	73	34	68	163	130	69	60
0 OF 4	38.7%	41.4%	55.9%	42.3%	55.8%	35.1%	46.0%	34.4%	54.0%	35.7%	40.8%	30.4%	37.7%	45.2%	52.1%	47.1%	50.0%	41.1%	35.4%	46.4%	35.0%
1 OF 4	18.3%	15.5%	16.9%	17.3%	17.3%	20.9%	14.3%	20.3%	10.0%	21.4%	17.1%	20.7%	17.0%	21.4%	12.3%	23.5%	13.2%	19.6%	15.4%	17.4%	16.7%
2 OF 4	21.3%	20.7%	20.3%	21.2%	21.2%	20.1%	22.2%	17.2%	24.0%	22.9%	21.1%	22.8%	22.6%	14.3%	21.9%	14.7%	23.5%	20.9%	23.1%	20.3%	23.3%
3 OF 4	10.0%	5.2%	1.7%	5.8%	1.9%	12.7%	6.3%	14.1%	2.0%	11.4%	9.2%	16.3%	9.4%	4.8%	4.1%	5.9%	4.4%	7.4%	13.8%	7.2%	11.7%
4 OF 4	11.7%	17.2%	5.1%	13.5%	3.8%	11.2%	11.1%	14.1%	10.0%	8.6%	11.8%	9.8%	13.2%	14.3%	9.6%	8.8%	8.8%	11.0%	12.3%	8.7%	13.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	94	70	85	80	78	50	69	44	136	138	63	55	73	83	95	63	41	75	30	71
0 OF 4	38.7%	37.2%	35.7%	34.1%	31.2%	48.7%	42.0%	47.8%	40.9%	32.4%	44.9%	28.6%	50.9%	35.6%	41.0%	27.4%	38.1%	43.9%	50.7%	40.0%	50.7%
1 OF 4	18.3%	21.3%	14.3%	23.5%	15.0%	15.4%	16.0%	15.9%	18.2%	18.4%	18.1%	17.5%	18.2%	19.2%	18.1%	17.9%	22.2%	19.5%	14.7%	26.7%	14.1%
2 OF 4	21.3%	21.3%	22.9%	23.5%	23.8%	17.9%	22.0%	20.3%	20.5%	22.8%	21.0%	23.8%	21.8%	21.9%	20.5%	25.3%	22.2%	17.1%	20.0%	16.7%	21.1%
3 OF 4	10.0%	7.4%	15.7%	9.4%	16.2%	5.1%	10.0%	5.8%	11.4%	11.0%	8.0%	12.7%	3.6%	9.6%	10.8%	14.7%	9.5%	2.4%	6.7%	3.3%	7.0%
4 OF 4	11.7%	12.8%	11.4%	9.4%	13.8%	12.8%	10.0%	10.1%	9.1%	15.4%	8.0%	17.5%	5.5%	13.7%	9.6%	14.7%	7.9%	17.1%	8.0%	13.3%	7.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	137	30	32	75	136	40	25	71	60	57	77	79	88	71	49	65	39	60	
0 OF 4	38.7%	35.0%	40.0%	31.2%	34.7%	44.1%	45.0%	48.0%	42.3%	35.0%	49.1%	35.1%	40.5%	29.5%	38.0%	44.9%	50.8%	43.6%	50.0%	
1 OF 4	18.3%	18.2%	16.7%	21.9%	17.3%	17.6%	12.5%	16.0%	21.1%	16.7%	17.5%	19.5%	17.7%	19.3%	19.7%	16.3%	15.4%	20.5%	15.0%	
2 OF 4	21.3%	21.9%	26.7%	21.9%	20.0%	20.6%	12.5%	20.0%	25.4%	25.0%	19.3%	19.5%	21.5%	25.0%	19.7%	16.3%	21.5%	15.4%	23.3%	
3 OF 4	10.0%	10.2%	3.3%	12.5%	12.0%	8.8%	15.0%	12.0%	4.2%	10.0%	5.3%	10.4%	11.4%	13.6%	11.3%	4.1%	6.2%	5.1%	6.7%	
4 OF 4	11.7%	14.6%	13.3%	12.5%	16.0%	8.8%	15.0%	4.0%	7.0%	13.3%	8.8%	15.6%	8.9%	12.5%	11.3%	18.4%	6.2%	15.4%	5.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/American	Other
Total	300	169	130	115	7	2	6	74	58	49	5	1	3	95	72	66	2	1	3
0 OF 4	38.7%	32.5%	46.2%	45.2%	42.9%	100.0%	50.0%	36.5%	46.6%	44.9%	40.0%	100.0%	66.7%	29.5%	45.8%	45.5%	50.0%	100.0%	33.3%
1 OF 4	18.3%	20.1%	16.2%	17.4%	14.3%	-	-	16.2%	19.0%	20.4%	20.0%	-	-	23.2%	13.9%	15.2%	-	-	-
2 OF 4	21.3%	23.1%	19.2%	20.0%	14.3%	-	16.7%	21.6%	20.7%	20.4%	20.0%	-	33.3%	24.2%	18.1%	19.7%	-	-	-
3 OF 4	10.0%	12.4%	6.9%	7.8%	-	-	-	12.2%	5.2%	6.1%	-	-	-	12.6%	8.3%	9.1%	-	-	-
4 OF 4	11.7%	11.8%	11.5%	9.6%	28.6%	-	33.3%	13.5%	8.6%	8.2%	20.0%	-	-	10.5%	13.9%	10.6%	50.0%	-	66.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 13

	TOTAL	AGE					AGE CLUSTERS					AGE CLUSTERS: MALE						
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total	300	32	39	74	69	85	71	228	145	154	214	85	31	100	67	64	99	32
0 OF 4	38.7%	78.1%	59.0%	35.1%	40.6%	16.5%	67.6%	29.8%	51.0%	27.3%	47.7%	16.5%	67.7%	33.0%	46.3%	35.9%	46.5%	25.0%
1 OF 4	18.3%	12.5%	20.5%	24.3%	13.0%	18.8%	16.9%	18.9%	20.7%	16.2%	18.2%	18.8%	19.4%	17.0%	22.4%	12.5%	19.2%	12.5%
2 OF 4	21.3%	6.2%	7.7%	27.0%	24.6%	24.7%	7.0%	25.4%	17.2%	24.7%	19.6%	24.7%	6.5%	25.0%	20.9%	20.3%	20.2%	21.9%
3 OF 4	10.0%	3.1%	5.1%	8.1%	14.5%	12.9%	4.2%	11.8%	6.2%	13.6%	8.9%	12.9%	6.5%	10.0%	7.5%	10.9%	8.1%	12.5%
4 OF 4	11.7%	-	7.7%	5.4%	7.2%	27.1%	4.2%	14.0%	4.8%	18.2%	5.6%	27.1%	-	15.0%	3.0%	20.3%	6.1%	28.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total	300	40	128	78	90	115	53	132	168	100	100	100	32	42	32	34	160
0 OF 4	38.7%	67.5%	27.3%	55.1%	21.1%	48.7%	11.3%	40.9%	36.9%	29.0%	52.0%	35.0%	96.9%	90.5%	71.9%	32.4%	8.1%
1 OF 4	18.3%	15.0%	20.3%	19.2%	18.9%	17.4%	22.6%	17.4%	19.0%	18.0%	16.0%	21.0%	3.1%	9.5%	25.0%	32.4%	19.4%
2 OF 4	21.3%	7.5%	25.8%	14.1%	27.8%	19.1%	26.4%	21.2%	21.4%	22.0%	18.0%	24.0%	-	-	3.1%	29.4%	33.1%
3 OF 4	10.0%	2.5%	13.3%	5.1%	15.6%	9.6%	13.2%	9.1%	10.7%	12.0%	7.0%	11.0%	-	-	-	5.9%	17.5%
4 OF 4	11.7%	7.5%	13.3%	6.4%	16.7%	5.2%	26.4%	11.4%	11.9%	19.0%	7.0%	9.0%	-	-	-	-	21.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

34. Primary Vote Frequency:

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	116	55	64	30	35	28	24	20	4	1	15	2	13
0 OF 4	38.7%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-
1 OF 4	18.3%	-	100.0%	-	-	-	-	29.2%	35.0%	-	-	46.7%	-	53.8%
2 OF 4	21.3%	-	-	100.0%	-	-	-	20.8%	25.0%	-	100.0%	20.0%	-	23.1%
3 OF 4	10.0%	-	-	-	100.0%	-	-	25.0%	15.0%	75.0%	-	13.3%	100.0%	-
4 OF 4	11.7%	-	-	-	-	100.0%	-	25.0%	25.0%	25.0%	-	20.0%	-	23.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		ROCKY MOUNT	NASH-VILLE	REST OF DIST.	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.	Vote	Lean	FIRM UNDE-CIDED
Total Answering	68	33	17	18	60	8	5	3	35	35	-	22	19	3	11
NONE	41.2%	42.4%	47.1%	33.3%	36.7%	75.0%	80.0%	66.7%	34.3%	34.3%	-	40.9%	31.6%	100.0%	63.6%
VOTED GOP	35.3%	33.3%	23.5%	50.0%	38.3%	12.5%	20.0%	-	54.3%	54.3%	-	18.2%	21.1%	-	9.1%
Only Voted GOP	29.4%	27.3%	23.5%	38.9%	31.7%	12.5%	20.0%	-	51.4%	51.4%	-	9.1%	10.5%	-	-
Voted Majority GOP	5.9%	6.1%	-	11.1%	6.7%	-	-	-	2.9%	2.9%	-	9.1%	10.5%	-	9.1%
VOTED EQUAL GOP/DEM	1.5%	3.0%	-	-	1.7%	-	-	-	-	-	-	-	-	-	9.1%
VOTED DEM	22.1%	21.2%	29.4%	16.7%	23.3%	12.5%	-	33.3%	11.4%	11.4%	-	40.9%	47.4%	-	18.2%
Voted Majority Dem	2.9%	3.0%	5.9%	-	3.3%	-	-	-	2.9%	2.9%	-	4.5%	5.3%	-	-
Only Voted Dem	19.1%	18.2%	23.5%	16.7%	20.0%	12.5%	-	33.3%	8.6%	8.6%	-	36.4%	42.1%	-	18.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 2

	TOTAL	LISA BARNES				MARK SPEED				ALLEN CHESSER				JAMES GAILLIARD				BARNES/SPEED			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH
Total Answering	68	24	12	18	14	1	3	22	42	10	2	22	34	11	13	19	25	1	1	3	26
NONE	41.2%	16.7%	33.3%	66.7%	57.1%	100.0%	33.3%	45.5%	38.1%	10.0%	50.0%	45.5%	47.1%	18.2%	38.5%	52.6%	44.0%	100.0%	-	33.3%	46.2%
VOTED GOP	35.3%	62.5%	16.7%	16.7%	28.6%	-	33.3%	31.8%	38.1%	70.0%	50.0%	27.3%	29.4%	45.5%	38.5%	26.3%	36.0%	-	100.0%	33.3%	30.8%
Only Voted GOP	29.4%	50.0%	8.3%	16.7%	28.6%	-	33.3%	31.8%	28.6%	70.0%	-	27.3%	20.6%	18.2%	38.5%	26.3%	32.0%	-	100.0%	33.3%	30.8%
Voted Majority GOP	5.9%	12.5%	8.3%	-	-	-	-	-	9.5%	-	50.0%	-	8.8%	27.3%	-	-	4.0%	-	-	-	-
VOTED EQUAL GOP/DEM	1.5%	4.2%	-	-	-	-	-	4.5%	-	-	-	4.5%	-	-	7.7%	-	-	-	-	-	3.8%
VOTED DEM	22.1%	16.7%	50.0%	16.7%	14.3%	-	33.3%	18.2%	23.8%	20.0%	-	22.7%	23.5%	36.4%	15.4%	21.1%	20.0%	-	-	33.3%	19.2%
Voted Majority Dem	2.9%	4.2%	-	5.6%	-	-	-	4.5%	2.4%	-	-	4.5%	2.9%	-	-	5.3%	4.0%	-	-	-	3.8%
Only Voted Dem	19.1%	12.5%	50.0%	11.1%	14.3%	-	33.3%	13.6%	21.4%	20.0%	-	18.2%	20.6%	36.4%	15.4%	15.8%	16.0%	-	-	33.3%	15.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 3

	TOTAL	CHESSER/GAILLIARD				IMPORTANT ISSUES							U.S. SENATE BALLOT						
		FAVOR- ABLE BOTH	UNFAV- ORABLE BOTH	OPIN- ION BOTH	HEARD OF BOTH	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total Answering	68	2	-	9	31	26	7	14	10	2	6	3	36	34	2	27	27	-	5
NONE	41.2%	-	-	11.1%	35.5%	34.6%	14.3%	57.1%	50.0%	50.0%	50.0%	33.3%	38.9%	41.2%	-	44.4%	44.4%	-	40.0%
VOTED GOP	35.3%	100.0%	-	66.7%	38.7%	42.3%	42.9%	35.7%	30.0%	-	33.3%	-	52.8%	50.0%	100.0%	14.8%	14.8%	-	20.0%
Only Voted GOP	29.4%	100.0%	-	55.6%	35.5%	38.5%	42.9%	35.7%	10.0%	-	16.7%	-	50.0%	47.1%	100.0%	7.4%	7.4%	-	-
Voted Majority GOP	5.9%	-	-	11.1%	3.2%	3.8%	-	-	20.0%	-	16.7%	-	2.8%	2.9%	-	7.4%	7.4%	-	20.0%
VOTED EQUAL GOP/DEM	1.5%	-	-	-	3.2%	-	14.3%	-	-	-	-	-	-	-	-	3.7%	3.7%	-	-
VOTED DEM	22.1%	-	-	22.2%	22.6%	23.1%	28.6%	7.1%	20.0%	50.0%	16.7%	66.7%	8.3%	8.8%	-	37.0%	37.0%	-	40.0%
Voted Majority Dem	2.9%	-	-	-	3.2%	3.8%	-	-	10.0%	-	-	-	-	-	-	3.7%	3.7%	-	20.0%
Only Voted Dem	19.1%	-	-	22.2%	19.4%	19.2%	28.6%	7.1%	10.0%	50.0%	16.7%	66.7%	8.3%	8.8%	-	33.3%	33.3%	-	20.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 4

	TOTAL	STATE SENATE BALLOT						HOUSE DISTRICT 25: STATE HOUSE BALLOT						FAVOR- CHES- SER				VOTE BARNES AND		VOTE BARNES AND		UNDE- CIDED
		VOTE BARNES	Vote	Lean	VOTE SPEED	Vote	Lean	FIRM UNDE- CIDED	VOTE BARNES	VOTE CHES- SER	Vote	Lean	VOTE GAIL- LIARD	Vote	Lean	VOTE TAYLOR	FIRM UNDE- CIDED	VOTE CHES- SER	VOTE CHES- SER	NOVOTE CHES- SER	ALL BAL- LOTS	
Total Answering	68	38	37	1	18	15	3	12	22	30	27	3	20	18	2	7	11	9	26	10	3	
NONE	41.2%	34.2%	35.1%	-	44.4%	33.3%	100.0%	58.3%	18.2%	40.0%	37.0%	66.7%	30.0%	22.2%	100.0%	71.4%	45.5%	11.1%	30.8%	40.0%	33.3%	
VOTED GOP	35.3%	52.6%	51.4%	100.0%	16.7%	20.0%	-	8.3%	63.6%	53.3%	55.6%	33.3%	20.0%	22.2%	-	14.3%	27.3%	66.7%	61.5%	30.0%	33.3%	
Only Voted GOP	29.4%	47.4%	45.9%	100.0%	11.1%	13.3%	-	-	54.5%	50.0%	51.9%	33.3%	10.0%	11.1%	-	14.3%	18.2%	66.7%	57.7%	20.0%	-	
Voted Majority GOP	5.9%	5.3%	5.4%	-	5.6%	6.7%	-	8.3%	9.1%	3.3%	3.7%	-	10.0%	11.1%	-	-	9.1%	-	3.8%	10.0%	33.3%	
VOTED EQUAL GOP/DEM	1.5%	2.6%	2.7%	-	-	-	-	-	4.5%	-	-	-	5.0%	5.6%	-	-	-	-	-	10.0%	-	
VOTED DEM	22.1%	10.5%	10.8%	-	38.9%	46.7%	-	33.3%	13.6%	6.7%	7.4%	-	45.0%	50.0%	-	14.3%	27.3%	22.2%	7.7%	20.0%	33.3%	
Voted Majority Dem	2.9%	5.3%	5.4%	-	-	-	-	-	4.5%	-	-	-	5.0%	5.6%	-	-	9.1%	-	-	20.0%	-	
Only Voted Dem	19.1%	5.3%	5.4%	-	38.9%	46.7%	-	33.3%	9.1%	6.7%	7.4%	-	40.0%	44.4%	-	14.3%	18.2%	22.2%	7.7%	-	33.3%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 5

	TOTAL																REGISTERED PARTY				
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total Answering	68	50	12	27	32	41	23	49	13	32	30	26	9	58	9	-	-	68	54	12	2
NONE	41.2%	38.0%	58.3%	48.1%	31.2%	48.8%	30.4%	42.9%	46.2%	40.6%	40.0%	42.3%	44.4%	41.4%	44.4%	-	-	41.2%	44.4%	25.0%	50.0%
VOTED GOP	35.3%	36.0%	25.0%	29.6%	50.0%	34.1%	30.4%	38.8%	30.8%	21.9%	50.0%	50.0%	33.3%	34.5%	33.3%	-	-	35.3%	33.3%	41.7%	50.0%
Only Voted GOP	29.4%	30.0%	16.7%	25.9%	40.6%	34.1%	17.4%	34.7%	15.4%	15.6%	46.7%	42.3%	33.3%	27.6%	33.3%	-	-	29.4%	27.8%	33.3%	50.0%
Voted Majority GOP	5.9%	6.0%	8.3%	3.7%	9.4%	-	13.0%	4.1%	15.4%	6.2%	3.3%	7.7%	-	6.9%	-	-	-	5.9%	5.6%	8.3%	-
VOTED EQUAL GOP/DEM	1.5%	2.0%	-	3.7%	-	-	4.3%	2.0%	-	3.1%	-	-	-	1.7%	-	-	-	1.5%	1.9%	-	-
VOTED DEM	22.1%	24.0%	16.7%	18.5%	18.8%	17.1%	34.8%	16.3%	23.1%	34.4%	10.0%	7.7%	22.2%	22.4%	22.2%	-	-	22.1%	20.4%	33.3%	-
Voted Majority Dem	2.9%	2.0%	8.3%	-	6.2%	-	8.7%	2.0%	7.7%	3.1%	3.3%	-	11.1%	1.7%	11.1%	-	-	2.9%	3.7%	-	-
Only Voted Dem	19.1%	22.0%	8.3%	18.5%	12.5%	17.1%	26.1%	14.3%	15.4%	31.2%	6.7%	7.7%	11.1%	20.7%	11.1%	-	-	19.1%	16.7%	33.3%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
		Total Answering	68	-	-	35	-	-	33	-	-	46	-	-	22	-
NONE	41.2%	-	-	40.0%	-	-	42.4%	-	-	39.1%	-	-	45.5%	-	-	46.7%
VOTED GOP	35.3%	-	-	40.0%	-	-	30.3%	-	-	39.1%	-	-	27.3%	-	-	13.3%
Only Voted GOP	29.4%	-	-	34.3%	-	-	24.2%	-	-	32.6%	-	-	22.7%	-	-	6.7%
Voted Majority GOP	5.9%	-	-	5.7%	-	-	6.1%	-	-	6.5%	-	-	4.5%	-	-	6.7%
VOTED EQUAL GOP/DEM	1.5%	-	-	2.9%	-	-	-	-	-	2.2%	-	-	-	-	-	-
VOTED DEM	22.1%	-	-	17.1%	-	-	27.3%	-	-	19.6%	-	-	27.3%	-	-	40.0%
Voted Majority Dem	2.9%	-	-	-	-	-	6.1%	-	-	4.3%	-	-	-	-	-	-
Only Voted Dem	19.1%	-	-	17.1%	-	-	21.2%	-	-	15.2%	-	-	27.3%	-	-	40.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT- TER	TRADIT- IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total Answering	68	-	-	13	6	7	21	33	18	15	-	3	9	22	10	12	11	10	10	25
NONE	41.2%	-	-	46.2%	33.3%	57.1%	42.9%	36.4%	33.3%	40.0%	-	33.3%	44.4%	36.4%	50.0%	41.7%	36.4%	50.0%	40.0%	32.0%
VOTED GOP	35.3%	-	-	7.7%	16.7%	-	28.6%	51.5%	50.0%	53.3%	-	-	22.2%	54.5%	10.0%	33.3%	45.5%	10.0%	40.0%	52.0%
Only Voted GOP	29.4%	-	-	7.7%	16.7%	-	19.0%	45.5%	44.4%	46.7%	-	-	11.1%	50.0%	10.0%	25.0%	36.4%	10.0%	20.0%	48.0%
Voted Majority GOP	5.9%	-	-	-	-	-	9.5%	6.1%	5.6%	6.7%	-	-	11.1%	4.5%	-	8.3%	9.1%	-	20.0%	4.0%
VOTED EQUAL GOP/DEM	1.5%	-	-	-	-	-	4.8%	-	-	-	-	-	11.1%	-	-	-	-	-	10.0%	-
VOTED DEM	22.1%	-	-	46.2%	50.0%	42.9%	23.8%	12.1%	16.7%	6.7%	-	66.7%	22.2%	9.1%	40.0%	25.0%	18.2%	40.0%	10.0%	16.0%
Voted Majority Dem	2.9%	-	-	7.7%	-	14.3%	-	3.0%	5.6%	-	-	-	-	10.0%	-	9.1%	10.0%	-	4.0%	
Only Voted Dem	19.1%	-	-	38.5%	50.0%	28.6%	23.8%	9.1%	11.1%	6.7%	-	66.7%	22.2%	9.1%	30.0%	25.0%	9.1%	30.0%	10.0%	12.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 8

	TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE	
		LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	68	3	11	8	3	9	3	26	28	5	18	50	30	30	17	14	13	16	21	19
NONE	41.2%	33.3%	45.5%	50.0%	33.3%	55.6%	33.3%	34.6%	42.9%	60.0%	38.9%	42.0%	33.3%	43.3%	29.4%	42.9%	38.5%	43.8%	33.3%	36.8%
VOTED GOP	35.3%	-	18.2%	50.0%	-	-	66.7%	53.8%	17.9%	20.0%	38.9%	34.0%	46.7%	26.7%	58.8%	21.4%	30.8%	31.2%	47.6%	31.6%
Only Voted GOP	29.4%	-	18.2%	37.5%	-	-	33.3%	50.0%	10.7%	20.0%	38.9%	26.0%	40.0%	20.0%	52.9%	14.3%	23.1%	25.0%	42.9%	21.1%
Voted Majority GOP	5.9%	-	-	12.5%	-	-	33.3%	3.8%	7.1%	-	-	8.0%	6.7%	6.7%	5.9%	7.1%	7.7%	6.2%	4.8%	10.5%
VOTED EQUAL GOP/DEM	1.5%	-	-	-	-	-	-	-	3.6%	-	-	2.0%	3.3%	-	5.9%	-	-	-	4.8%	-
VOTED DEM	22.1%	66.7%	36.4%	-	66.7%	44.4%	-	11.5%	35.7%	20.0%	22.2%	22.0%	16.7%	30.0%	5.9%	35.7%	30.8%	25.0%	14.3%	31.6%
Voted Majority Dem	2.9%	-	-	-	-	-	-	3.8%	3.6%	-	-	4.0%	3.3%	3.3%	-	-	7.7%	6.2%	4.8%	5.3%
Only Voted Dem	19.1%	66.7%	36.4%	-	66.7%	44.4%	-	7.7%	32.1%	20.0%	22.2%	18.0%	13.3%	26.7%	5.9%	35.7%	23.1%	18.8%	9.5%	26.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total Answering	68	9	11	6	8	32	21	17	9	15	12	23	13	9	8	4	7	36	29	18	15	
NONE	41.2%	33.3%	54.5%	33.3%	62.5%	46.9%	42.9%	47.1%	33.3%	46.7%	50.0%	39.1%	38.5%	66.7%	50.0%	75.0%	57.1%	55.6%	24.1%	55.6%	20.0%	
VOTED GOP	35.3%	44.4%	18.2%	33.3%	-	43.8%	14.3%	47.1%	22.2%	40.0%	8.3%	52.2%	15.4%	22.2%	12.5%	-	-	33.3%	41.4%	33.3%	53.3%	
Only Voted GOP	29.4%	33.3%	18.2%	16.7%	-	34.4%	14.3%	35.3%	22.2%	33.3%	8.3%	39.1%	15.4%	22.2%	12.5%	-	-	33.3%	27.6%	33.3%	40.0%	
Voted Majority GOP	5.9%	11.1%	-	16.7%	-	9.4%	-	11.8%	-	6.7%	-	13.0%	-	-	-	-	-	-	13.8%	-	13.3%	
VOTED EQUAL GOP/DEM	1.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.4%	-	6.7%
VOTED DEM	22.1%	22.2%	27.3%	33.3%	37.5%	9.4%	42.9%	5.9%	44.4%	13.3%	41.7%	8.7%	46.2%	11.1%	37.5%	25.0%	42.9%	11.1%	31.0%	11.1%	20.0%	
Voted Majority Dem	2.9%	-	-	-	-	3.1%	4.8%	-	-	6.7%	8.3%	4.3%	7.7%	-	-	-	-	-	6.9%	-	-	
Only Voted Dem	19.1%	22.2%	27.3%	33.3%	37.5%	6.2%	38.1%	5.9%	44.4%	6.7%	33.3%	4.3%	38.5%	11.1%	37.5%	25.0%	42.9%	11.1%	24.1%	11.1%	20.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total Answering	68	18	14	22	22	14	7	9	5	31	28	19	11	12	17	25	15	6	13	2	10
NONE	41.2%	55.6%	28.6%	50.0%	27.3%	64.3%	14.3%	77.8%	-	35.5%	46.4%	26.3%	45.5%	50.0%	47.1%	32.0%	46.7%	50.0%	46.2%	50.0%	50.0%
VOTED GOP	35.3%	33.3%	28.6%	36.4%	45.5%	28.6%	28.6%	11.1%	20.0%	51.6%	17.9%	57.9%	18.2%	41.7%	17.6%	52.0%	20.0%	50.0%	15.4%	50.0%	-
Only Voted GOP	29.4%	33.3%	14.3%	36.4%	31.8%	28.6%	14.3%	11.1%	-	45.2%	14.3%	47.4%	18.2%	41.7%	11.8%	44.0%	13.3%	50.0%	15.4%	50.0%	-
Voted Majority GOP	5.9%	-	14.3%	-	13.6%	-	14.3%	-	20.0%	6.5%	3.6%	10.5%	-	-	5.9%	8.0%	6.7%	-	-	-	-
VOTED EQUAL GOP/DEM	1.5%	-	-	-	4.5%	-	-	-	-	3.2%	-	5.3%	-	-	-	4.0%	-	-	-	-	-
VOTED DEM	22.1%	11.1%	42.9%	13.6%	22.7%	7.1%	57.1%	11.1%	80.0%	9.7%	35.7%	10.5%	36.4%	8.3%	35.3%	12.0%	33.3%	-	38.5%	-	50.0%
Voted Majority Dem	2.9%	-	14.3%	-	9.1%	-	-	-	-	3.2%	-	-	-	8.3%	-	4.0%	-	-	-	-	-
Only Voted Dem	19.1%	11.1%	28.6%	13.6%	13.6%	7.1%	57.1%	11.1%	80.0%	6.5%	35.7%	10.5%	36.4%	-	35.3%	8.0%	33.3%	-	38.5%	-	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total Answering	68	29	8	3	18	33	9	9	15	16	15	13	18	23	20	6	13	2	10
NONE	41.2%	37.9%	37.5%	66.7%	33.3%	45.5%	44.4%	55.6%	40.0%	31.2%	46.7%	46.2%	44.4%	34.8%	45.0%	50.0%	46.2%	50.0%	50.0%
VOTED GOP	35.3%	51.7%	62.5%	33.3%	50.0%	18.2%	22.2%	22.2%	13.3%	56.2%	20.0%	46.2%	16.7%	52.2%	20.0%	50.0%	15.4%	50.0%	-
Only Voted GOP	29.4%	48.3%	50.0%	33.3%	50.0%	12.1%	11.1%	11.1%	13.3%	50.0%	13.3%	46.2%	11.1%	47.8%	10.0%	50.0%	15.4%	50.0%	-
Voted Majority GOP	5.9%	3.4%	12.5%	-	-	6.1%	11.1%	11.1%	-	6.2%	6.7%	-	5.6%	4.3%	10.0%	-	-	-	-
VOTED EQUAL GOP/DEM	1.5%	3.4%	-	-	5.6%	-	-	-	-	6.2%	-	-	-	4.3%	-	-	-	-	-
VOTED DEM	22.1%	6.9%	-	-	11.1%	36.4%	33.3%	22.2%	46.7%	6.2%	33.3%	7.7%	38.9%	8.7%	35.0%	-	38.5%	-	50.0%
Voted Majority Dem	2.9%	3.4%	-	-	5.6%	3.0%	-	-	6.7%	-	-	7.7%	5.6%	4.3%	5.0%	-	-	-	-
Only Voted Dem	19.1%	3.4%	-	-	5.6%	33.3%	33.3%	22.2%	40.0%	6.2%	33.3%	-	33.3%	4.3%	30.0%	-	38.5%	-	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian Amer.	Other
Total Answering	68	46	22	15	2	-	5	23	12	8	1	-	3	23	10	7	1	-	2
NONE	41.2%	39.1%	45.5%	46.7%	-	-	60.0%	34.8%	50.0%	50.0%	-	-	66.7%	43.5%	40.0%	42.9%	-	-	50.0%
VOTED GOP	35.3%	39.1%	27.3%	13.3%	100.0%	-	40.0%	47.8%	25.0%	12.5%	100.0%	-	33.3%	30.4%	30.0%	14.3%	100.0%	-	50.0%
Only Voted GOP	29.4%	32.6%	22.7%	6.7%	100.0%	-	40.0%	39.1%	25.0%	12.5%	100.0%	-	33.3%	26.1%	20.0%	-	100.0%	-	50.0%
Voted Majority GOP	5.9%	6.5%	4.5%	6.7%	-	-	-	8.7%	-	-	-	-	-	4.3%	10.0%	14.3%	-	-	-
VOTED EQUAL GOP/DEM	1.5%	2.2%	-	-	-	-	-	4.3%	-	-	-	-	-	-	-	-	-	-	-
VOTED DEM	22.1%	19.6%	27.3%	40.0%	-	-	-	13.0%	25.0%	37.5%	-	-	-	26.1%	30.0%	42.9%	-	-	-
Voted Majority Dem	2.9%	4.3%	-	-	-	-	-	-	-	-	-	-	-	8.7%	-	-	-	-	-
Only Voted Dem	19.1%	15.2%	27.3%	40.0%	-	-	-	13.0%	25.0%	37.5%	-	-	-	17.4%	30.0%	42.9%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 13

	TOTAL	AGE					AGE CLUSTERS						AGE CLUSTERS: MALE					
		18-29	30-40	41-55	56-65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65
Total Answering	68	13	9	15	18	13	22	46	37	31	55	13	11	24	20	15	30	5
NONE	41.2%	76.9%	44.4%	33.3%	38.9%	15.4%	63.6%	30.4%	51.4%	29.0%	47.3%	15.4%	63.6%	29.2%	50.0%	26.7%	43.3%	20.0%
VOTED GOP	35.3%	7.7%	22.2%	40.0%	44.4%	53.8%	13.6%	45.7%	24.3%	48.4%	30.9%	53.8%	18.2%	50.0%	30.0%	53.3%	40.0%	40.0%
Only Voted GOP	29.4%	7.7%	22.2%	40.0%	38.9%	30.8%	13.6%	37.0%	24.3%	35.5%	29.1%	30.8%	18.2%	41.7%	30.0%	40.0%	36.7%	20.0%
Voted Majority GOP	5.9%	-	-	-	5.6%	23.1%	-	8.7%	-	12.9%	1.8%	23.1%	-	8.3%	-	13.3%	3.3%	20.0%
VOTED EQUAL GOP/DEM	1.5%	-	-	-	5.6%	-	-	2.2%	-	3.2%	1.8%	-	-	4.2%	-	6.7%	3.3%	-
VOTED DEM	22.1%	15.4%	33.3%	26.7%	11.1%	30.8%	22.7%	21.7%	24.3%	19.4%	20.0%	30.8%	18.2%	16.7%	20.0%	13.3%	13.3%	40.0%
Voted Majority Dem	2.9%	7.7%	-	-	5.6%	-	4.5%	2.2%	2.7%	3.2%	3.6%	-	-	-	-	-	-	-
Only Voted Dem	19.1%	7.7%	33.3%	26.7%	5.6%	30.8%	18.2%	19.6%	21.6%	16.1%	16.4%	30.8%	18.2%	16.7%	20.0%	13.3%	13.3%	40.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 14

	TOTAL	AGE CLUSTERS: FEMALE						GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY				
		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4
Total Answering	68	11	22	17	16	25	8	35	33	11	23	34	7	10	6	10	35
NONE	41.2%	63.6%	31.8%	52.9%	31.2%	52.0%	12.5%	40.0%	42.4%	18.2%	52.2%	41.2%	85.7%	100.0%	83.3%	30.0%	11.4%
VOTED GOP	35.3%	9.1%	40.9%	17.6%	43.8%	20.0%	62.5%	40.0%	30.3%	36.4%	30.4%	38.2%	-	-	-	50.0%	54.3%
Only Voted GOP	29.4%	9.1%	31.8%	17.6%	31.2%	20.0%	37.5%	34.3%	24.2%	27.3%	26.1%	32.4%	-	-	-	50.0%	42.9%
Voted Majority GOP	5.9%	-	9.1%	-	12.5%	-	25.0%	5.7%	6.1%	9.1%	4.3%	5.9%	-	-	-	-	11.4%
VOTED EQUAL GOP/DEM	1.5%	-	-	-	-	-	-	2.9%	-	-	-	2.9%	-	-	-	-	2.9%
VOTED DEM	22.1%	27.3%	27.3%	29.4%	25.0%	28.0%	25.0%	17.1%	27.3%	45.5%	17.4%	17.6%	14.3%	-	16.7%	20.0%	31.4%
Voted Majority Dem	2.9%	9.1%	4.5%	5.9%	6.2%	8.0%	-	-	6.1%	18.2%	-	-	-	-	-	-	5.7%
Only Voted Dem	19.1%	18.2%	22.7%	23.5%	18.8%	20.0%	25.0%	17.1%	21.2%	27.3%	17.4%	17.6%	14.3%	-	16.7%	20.0%	25.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 25

35. Primary Ballot Indicator (Independents):

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total Answering	68	28	14	9	8	9	28	24	20	4	1	15	2	13
NONE	41.2%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-
VOTED GOP	35.3%	-	50.0%	55.6%	75.0%	66.7%	-	100.0%	100.0%	100.0%	-	-	-	-
Only Voted GOP	29.4%	-	50.0%	55.6%	37.5%	55.6%	-	83.3%	100.0%	-	-	-	-	-
Voted Majority GOP	5.9%	-	-	-	37.5%	11.1%	-	16.7%	-	100.0%	-	-	-	-
VOTED EQUAL GOP/DEM	1.5%	-	-	11.1%	-	-	-	-	-	-	100.0%	-	-	-
VOTED DEM	22.1%	-	50.0%	33.3%	25.0%	33.3%	-	-	-	-	-	100.0%	100.0%	100.0%
Voted Majority Dem	2.9%	-	-	-	25.0%	-	-	-	-	-	-	13.3%	100.0%	-
Only Voted Dem	19.1%	-	50.0%	33.3%	-	33.3%	-	-	-	-	-	86.7%	-	100.0%