

NC House District 25

2022 General Election Likely Voter Survey Data

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Summary

As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 25th House District on June 2nd through June 5th. The survey of 300 likely general election voters was comprised of 1/3 live landline interviews, 1/3 live cell phones interviews, and 1/3 text to web interviews, with a margin of error of +/- 5.7%.

The Big Policy Issues

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

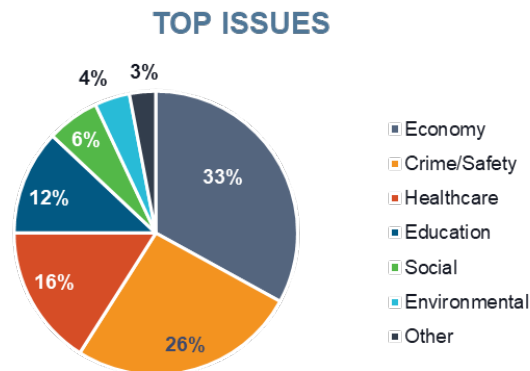
- Medical Marijuana – [Senate Bill 711](#) and [House Bill 929](#) authorize doctors to prescribe medical marijuana for the treatment of certain medical conditions and illnesses.
- Sports Betting – [Senate Bill 688](#) and [House Bill 631](#) legalize sports wagering.
- Increasing School Choice – [Senate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

About NC House District 25

North Carolina House District 25 is located in Nash County and includes all the county's precincts except for the precinct in the extreme Southeastern corner of the county that includes Joyner's Crossroads, Sharpsburg and the Rocky Mount-Wilson Regional Airport. Once a leading banking hub, Nash County has been hit as hard as any county in the state by the loss of jobs in North Carolina's three traditional manufacturing industries – tobacco, textiles and furniture. The county is remaking itself as of the Triangles' emerging exurban bedroom communities. Politically, the district is competitive but leans slightly to the Democrats. In the 2020 elections, two of the three top-of-the-ticket races were close, with Democrats Cal Cunningham and Joe Biden winning narrowly while Democrat Roy Cooper won his home county comfortably in the governor's race. The district is represented in the State House by Democrat James Gailliard, a prominent minister in the community. Gailliard is being challenged by Republican Allen Chesser.

Where Voters Stand on the Issues

Notably, crime (26%) almost matched the economy (33%) as the top concern of District 25 voters. The traditional top two issues – Healthcare (16%) and Education (12%) – lagged far behind the top two issues, while cultural and environmental issues barely registered:



Of the big policy issues the legislature could take up during the short session, medical marijuana, reducing the state income tax, expanded school choice, straight Medicaid expansion and Medicaid expansion with a work requirement are the most popular, exceeding 58% support from all voters. These issues are popular and enjoy broad support across most key demographics.

| Voter Group | All | | Gailliard | | Chesser | | Undecided | |
|-------------------------|---------|--------|-----------|--------|---------|--------|-----------|--------|
| | Support | Oppose | Support | Oppose | Support | Oppose | Support | Oppose |
| Medical Marijuana | 68% | 25% | 77% | 22% | 57% | 32% | 68% | 19% |
| Sports Betting | 38% | 43% | 43% | 40% | 31% | 53% | 27% | 32% |
| Universal School Choice | 58% | 32% | 47% | 47% | 66% | 25% | 60% | 16% |
| 2.5% Income Tax | 78% | 14% | 66% | 21% | 90% | 8% | 78% | 8% |
| Medicaid Expansion | 61% | 34% | 88% | 13% | 30% | 61% | 70% | 16% |
| Expansion w/ work req. | 88% | 10% | 94% | 6% | 82% | 16% | 92% | 3% |

| Voter Group | All | | Republican | | Unaffiliated | | Democratic | | Parent | |
|-------------------------|---------|--------|------------|--------|--------------|---------|------------|--------|---------|--------|
| | Support | Oppose | Support | Oppose | Support | Support | Support | Oppose | Support | Oppose |
| Medical Marijuana | 68% | 25% | 57% | 33% | 72% | 22% | 74% | 23% | 75% | 13% |
| Sports Betting | 38% | 43% | 30% | 48% | 40% | 47% | 43% | 39% | 43% | 34% |
| Universal School Choice | 58% | 32% | 65% | 24% | 63% | 33% | 53% | 37% | 60% | 33% |
| 2.5% Income Tax | 78% | 14% | 89% | 7% | 74% | 16% | 76% | 15% | 82% | 9% |
| Medicaid Expansion | 61% | 34% | 39% | 51% | 47% | 44% | 81% | 17% | 61% | 33% |
| Expansion w/ work req. | 88% | 10% | 84% | 14% | 83% | 15% | 93% | 6% | 87% | 10% |

Though a plurality of men, black voters and Democrats support legalization of sports betting, it is the only issue that does not have majority support of all voters.

| Voter Group | All | | Women | | Men | | White | | Black | |
|-------------------------|---------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| | Support | Oppose | Support | Oppose | Support | Oppose | Support | Oppose | Support | Oppose |
| Medical Marijuana | 68% | 25% | 69% | 26% | 67% | 23% | 67% | 25% | 70% | 24% |
| Sports Betting | 38% | 43% | 34% | 45% | 44% | 42% | 36% | 48% | 42% | 36% |
| Universal School Choice | 58% | 32% | 57% | 36% | 60% | 28% | 54% | 38% | 63% | 25% |
| 2.5% Income Tax | 78% | 14% | 79% | 24% | 77% | 19% | 79% | 14% | 77% | 14% |
| Medicaid Expansion | 61% | 34% | 71% | 26% | 70% | 26% | 53% | 40% | 75% | 22% |
| Expansion w/ work req. | 88% | 10% | 89% | 10% | 88% | 11% | 88% | 11% | 90% | 9% |

How the Big Policy Issues Could Impact this Election

Given the Democratic sweep in top-of-the-ticket races in 2020, HD-25 should slightly favor the Democratic candidate in most election years. The generic ballot backed that up, with voters saying they would favor a Democrat over a Republican in the State House race by a 49%-44% margin. But underlying the district's predisposition toward Democrats are the US Senate ballot, where Cheri Beasley leads Ted Budd by just one point, 47%-46% and the State House ballot, where the incumbent Democrat Gailliard is tied with Republican Allen Chesser, 40%-40%. These numbers indicate the Democratic brand is suffering in the district. Importantly, all the major policy issues except sports betting are popular with undecided voters.

