

NC House District 05

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 5th 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.

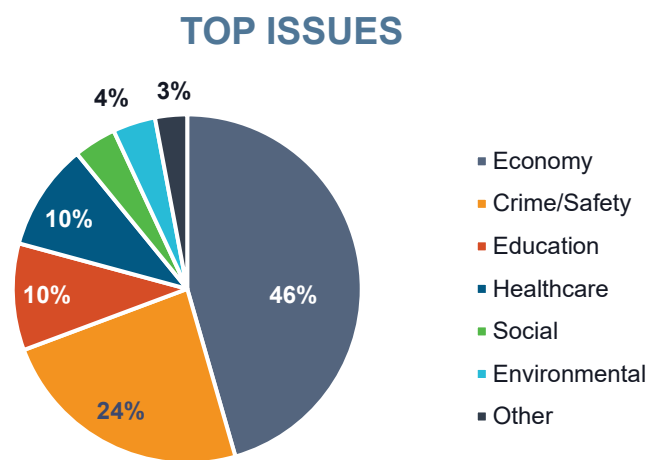
About NC House District 5

North Carolina House District 5 is made up of Gates, Hertford, Pasquotank and Camden Counties. Like State Senate District 11, the rural district is situated at the northern end of the South's Black Belt and has an economy dominated by agriculture. The Black Belt is an area of fertile farming land that stretches from eastern Arkansas across the South into Southern Virginia and historically has the highest percentage of rural African Americans in the United States. Over the past century, the region has been home to some of the most egregious racial politics in America. The district is congenitally Democratic and about 40% of registered voters are African Americans. In today's Trump-driven political realignment, this district's demographics make it a key GOP testing ground in their efforts to persuade culturally conservative minority voters to give up their allegiance to the Democratic Party. The district has moved toward the GOP over the past decade. In the 2016 election, all three of the top-of-the-ticket Democrats – Hillary Clinton, Deborah Ross, and Roy Cooper – won the district with 51% of the vote. The 2020 elections were closer, with President Biden beating Donald Trump by just two tenths of a point

(0.2%), Tillis beating Cunningham by one tenth of a point (0.1%), while Cooper again won 51% of the vote. This House district has been represented by an African American Democrat since at least 1988. First, Howard Hunter Sr., then Annie Mobley, and now Howard Hunter the III. Republicans nominated Bill Ward in the May Primary.

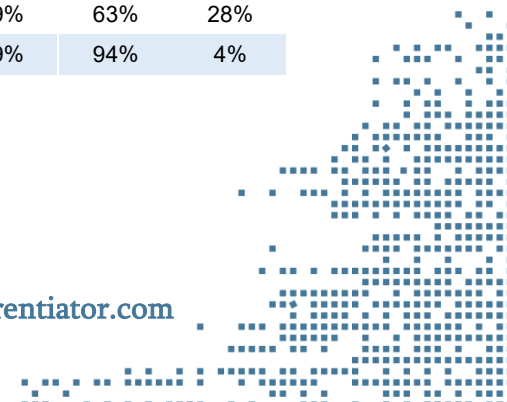
Where Voters Stand on the Issues

In the district, the economy is the runaway top concern of voters (46%) with crime (24%) a clear second. These two issues, which usually provide Republicans with an advantage, are named as the top issue by about three times as many voters as Healthcare (10%) and Education (10%), which usually help Democratic candidates.



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 all exceed 60% support among all voters. These issues are popular and enjoy broad support across most key demographics. A plurality of all voters also supports legalizing sports betting.

Voter Group	All		Hunter		Ward		Undecided	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	70%	24%	77%	18%	66%	27%	62%	28%
Sports Betting	49%	38%	52%	37%	48%	39%	45%	38%
Universal School Choice	60%	34%	57%	38%	64%	30%	61%	31%
2.5% Income Tax	80%	11%	78%	13%	90%	5%	71%	16%
Medicaid Expansion	66%	27%	90%	9%	40%	49%	63%	28%
Expansion w/ work req.	89%	9%	96%	3%	77%	19%	94%	4%



Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	70%	24%	66%	31%	65%	24%	75%	19%	73%	19%
Sports Betting	49%	38%	48%	42%	37%	43%	57%	33%	54%	30%
Universal School Choice	60%	34%	68%	23%	58%	35%	57%	38%	69%	27%
2.5% Income Tax	80%	11%	87%	6%	79%	11%	78%	13%	85%	9%
Medicaid Expansion	66%	27%	43%	43%	51%	41%	87%	12%	58%	34%
Expansion w/ work req.	89%	9%	88%	11%	82%	14%	95%	4%	91%	6%

There are a few demographic differences to pay attention to on the big issues. Republicans are evenly divided, 41%-41%, over a straight expansion of Medicaid but that number jumps to 88%-11% if a work requirement is included. The only key group opposed to sports betting is Unaffiliated voters.

Voter Group	All		Women		Men		White		Black	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	70%	24%	69%	23%	70%	24%	67%	27%	72%	20%
Sports Betting	49%	38%	45%	41%	54%	34%	49%	39%	50%	37%
Universal School Choice	60%	34%	63%	30%	56%	38%	61%	34%	58%	36%
2.5% Income Tax	80%	11%	82%	9%	78%	13%	80%	12%	82%	10%
Medicaid Expansion	66%	27%	72%	22%	59%	33%	57%	36%	83%	15%
Expansion w/ work req.	89%	9%	92%	7%	86%	10%	86%	11%	94%	6%

How the Big Policy Issues Could Impact this Election

Analysts rate HD 5 as a tossup district and it is easy to see why, with two of the top-of-the-ticket races decided by less than two-tenths of a percentage point in the 2020 election. Republicans likely must win this seat if they are going to take a Supermajority in the State House. The generic ballot indicates a close race with Republicans ahead by two points, 46% - 44%. But incumbent Democrat Howard Hunter starts with an early 42%-35% lead because voters know and like him – he has a 26%-8% favorable to unfavorable image rating. His Republican opponent, Bill Ward, also has solid name ID but is not as well liked, with a 22%-10% favorable to unfavorable rating. This race should tighten considerably and will be a major battleground in 2022. With every major policy issue tested in this district enjoying at least a plurality of support with undecided voters, the candidates' position on these policy issues could be a difference-maker in the campaign.

