NC House District 59
2022 General Election Likely Voter Survey Data

To: David Avella, Chairman, GOPAC Education Fund and the Center for American Ideas
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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 59th House District on May 31st through June 2nd. 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.

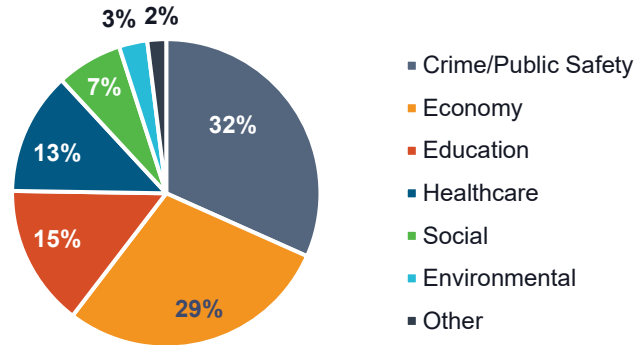- Expanding Medicaid – House Bill 149 expands Medicaid program with a work requirement.

About NC House District 59
House District 59 covers Eastern Guilford County. More than one-third of the district includes the City of Greensboro, and the rest is comprised of suburban and rural communities like Whitsett, McLeansville, Pleasant Garden and Browns Summit. The 2020 configuration of this district included precincts in Northern Guilford County that were favorable to Republicans. But the newly-drawn HD-59 includes more Democrat-friendly territory in the City of Greensboro. Democrats have a voter registration advantage and more than 30% of registered voters are African American. It's now a district that favors Democrats slightly – in 2020, Governor Roy Cooper won here with over 53% while GOP Presidential candidate Donald Trump (48.9%) and Republican US Senator Thom Tillis (46.7%) both lost the district. Jon Hardister, a five-term Republican and the Majority Whip, represents HD-59 in the State House. Hardister won a tough re-election campaign in 2020. This year, he's being challenged by Sherrie Young, a nurse from Greensboro.

Where Voters Stand on the Issues

Unlike most other districts we polled, voters in HD-59 said crime is the issue they're most concerned about (32%). The economy was a close second (29%), followed by education (15%) and healthcare (13%):

TOP ISSUES

- Crime/Public Safety
- Economy
- Education
- Healthcare
- Social
- Environmental
- Other

Of the big policy issues the legislature could take up during the short session, a majority of voters support medical marijuana, reducing the state income tax, universal school choice, Medicaid expansion and Medicaid expansion with a work requirement. Reducing the income tax, medical marijuana, and Medicaid expansion with a work requirement each exceeded 73% support from all voters and enjoyed broad support across all key demographic groups.

Voter Group	All		Young		Hardister		Undecided	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	73%	23%	82%	15%	67%	28%	66%	30%
Sports Betting	36%	49%	35%	47%	36%	49%	35%	54%
Universal School Choice	54%	41%	47%	48%	63%	31%	46%	50%
2.5% Income Tax	74%	17%	68%	24%	79%	12%	79%	16%
Medicaid Expansion	68%	27%	93%	4%	44%	49%	68%	30%
Expansion w/ work req.	90%	8%	97%	1%	82%	14%	92%	6%

Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	73%	23%	61%	34%	77%	20%	80%	15%	84%	12%
Sports Betting	36%	49%	37%	48%	43%	39%	30%	55%	45%	40%
Universal School Choice	54%	41%	60%	34%	54%	40%	48%	47%	61%	33%
2.5% Income Tax	74%	17%	84%	10%	63%	26%	73%	18%	75%	16%
Medicaid Expansion	68%	27%	45%	48%	63%	33%	90%	7%	72%	23%
Expansion w/ work req.	90%	8%	87%	11%	84%	13%	96%	2%	94%	4%

Though a plurality of all voters and a majority of undecided voters oppose sports betting, Unaffiliated voters and parents support it 43/39 and 45/40, respectively. Voters who are undecided in the State House race back cutting the income tax by a huge margin, 79/16, and support expanding Medicaid 68/30. African American voters are even more supportive of universal school choice (56% support) than white voters (53%).

Voter Group	All		Women		Men		White		Black	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	73%	23%	71%	25%	76%	20%	73%	24%	73%	21%
Sports Betting	36%	49%	25%	58%	49%	37%	34%	50%	36%	47%
Universal School Choice	54%	41%	46%	45%	64%	35%	53%	40%	56%	40%
2.5% Income Tax	74%	17%	75%	16%	74%	18%	75%	17%	76%	16%
Medicaid Expansion	68%	27%	70%	25%	65%	30%	59%	36%	85%	10%
Expansion w/ work req.	90%	8%	92%	5%	87%	12%	89%	10%	92%	3%

How the Big Policy Issues Could Impact this Election

This poll supports the prevailing political wisdom on House District 59: that it promises to be competitive in 2022. The incumbent Republican, Hardister, leads Democratic challenger Sherrie Young 45% to 42% heading into this fall's campaign, with 13% of voters undecided. Several of the key policy issues before the legislature could help position Hardister to win re-election.

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