

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
DEFINITELY VOTING	77.4%	78.1%	74.6%	73.3%	87.7%	100.0%	-	-	-	78.5%	80.1%	53.7%	77.2%	77.4%	69.9%	70.6%
LIKELY VOTING	22.6%	21.9%	25.4%	26.7%	12.3%	-	100.0%	100.0%	100.0%	21.5%	19.9%	46.3%	22.8%	22.6%	30.1%	29.4%
Very Likely	18.6%	17.9%	22.1%	21.0%	9.1%	-	82.4%	100.0%	-	16.0%	14.0%	46.3%	20.0%	19.7%	30.1%	29.0%
Somewhat Likely	4.0%	4.0%	3.3%	5.7%	3.2%	-	17.6%	-	100.0%	5.5%	5.9%	-	2.8%	2.9%	-	0.5%

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BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
DEFINITELY VOTING	77.4%	93.5%	83.0%	75.4%	73.3%	85.2%	100.0%	79.2%	72.3%	63.4%	100.0%	84.3%	82.9%
LIKELY VOTING	22.6%	6.5%	17.0%	24.6%	26.7%	14.8%	-	20.8%	27.7%	36.6%	-	15.7%	17.1%
Very Likely	18.6%	2.7%	17.0%	22.8%	20.8%	11.7%	-	20.6%	21.5%	15.4%	-	12.5%	15.8%
Somewhat Likely	4.0%	3.8%	-	1.8%	5.9%	3.1%	-	0.2%	6.2%	21.2%	-	3.3%	1.3%

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BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
DEFINITELY VOTING	77.4%	75.3%	78.2%	73.0%	82.2%	92.7%	75.6%	89.3%	78.4%	78.4%	62.0%	79.4%	79.3%	100.0%	41.5%
LIKELY VOTING	22.6%	24.7%	21.8%	27.0%	17.8%	7.3%	24.4%	10.7%	21.6%	21.6%	38.0%	20.6%	20.7%	-	58.5%
Very Likely	18.6%	20.3%	16.6%	24.9%	15.1%	7.3%	11.9%	10.7%	16.1%	16.1%	38.0%	17.9%	18.1%	-	57.7%
Somewhat Likely	4.0%	4.4%	5.2%	2.1%	2.7%	-	12.4%	-	5.5%	5.5%	-	2.7%	2.7%	-	0.7%

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BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIDED			
<b>Total</b>	<b>300</b>	<b>140</b>	<b>133</b>	<b>8</b>	<b>133</b>	<b>128</b>	<b>5</b>	<b>26</b>	<b>33</b>	<b>10</b>
<b>DEFINITELY VOTING</b>	<b>77.4%</b>	<b>77.4%</b>	<b>77.9%</b>	<b>68.1%</b>	<b>80.1%</b>	<b>80.0%</b>	<b>83.3%</b>	<b>63.9%</b>	<b>92.4%</b>	<b>47.8%</b>
<b>LIKELY VOTING</b>	<b>22.6%</b>	<b>22.6%</b>	<b>22.1%</b>	<b>31.9%</b>	<b>19.9%</b>	<b>20.0%</b>	<b>16.7%</b>	<b>36.1%</b>	<b>7.6%</b>	<b>52.2%</b>
<b>Very Likely</b>	<b>18.6%</b>	<b>17.7%</b>	<b>17.9%</b>	<b>14.7%</b>	<b>17.0%</b>	<b>17.0%</b>	<b>16.7%</b>	<b>31.4%</b>	<b>3.2%</b>	<b>51.3%</b>
<b>Somewhat Likely</b>	<b>4.0%</b>	<b>4.9%</b>	<b>4.2%</b>	<b>17.3%</b>	<b>2.9%</b>	<b>3.0%</b>	<b>-</b>	<b>4.7%</b>	<b>4.4%</b>	<b>0.8%</b>

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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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
DEFINITELY VOTING	77.4%	80.7%	68.9%	80.0%	75.2%	77.2%	77.2%	78.8%	79.5%	77.4%	80.7%	80.5%	77.4%	78.2%	77.4%	80.5%	77.3%	73.8%	72.7%	98.7%	-
LIKELY VOTING	22.6%	19.3%	31.1%	20.0%	24.8%	22.8%	22.8%	21.2%	20.5%	22.6%	19.3%	19.5%	22.6%	21.8%	22.6%	19.5%	22.7%	26.2%	27.3%	1.3%	100.0%
Very Likely	18.6%	16.4%	23.3%	18.6%	18.6%	17.2%	20.1%	17.6%	17.8%	20.2%	12.6%	13.8%	14.1%	18.5%	14.1%	14.9%	21.5%	20.2%	20.7%	0.3%	100.0%
Somewhat Likely	4.0%	3.0%	7.8%	1.3%	6.2%	5.6%	2.7%	3.5%	2.7%	2.5%	6.7%	5.7%	8.5%	3.3%	8.5%	4.6%	1.2%	6.0%	6.6%	1.0%	-

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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		
		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>62</b>	<b>36</b>	<b>40</b>	<b>52</b>	<b>56</b>	<b>54</b>	<b>103</b>	<b>62</b>	<b>81</b>	<b>11</b>	<b>29</b>	<b>13</b>	<b>3</b>	<b>26</b>
<b>DEFINITELY VOTING</b>	<b>77.4%</b>	<b>81.3%</b>	<b>88.2%</b>	<b>69.5%</b>	<b>79.5%</b>	<b>70.2%</b>	<b>77.0%</b>	<b>82.4%</b>	<b>76.8%</b>	<b>72.4%</b>	<b>62.2%</b>	<b>77.7%</b>	<b>82.7%</b>	<b>100.0%</b>	<b>74.3%</b>	<b>99.6%</b>
<b>LIKELY VOTING</b>	<b>22.6%</b>	<b>18.7%</b>	<b>11.8%</b>	<b>30.5%</b>	<b>20.5%</b>	<b>29.8%</b>	<b>23.0%</b>	<b>17.6%</b>	<b>23.2%</b>	<b>27.6%</b>	<b>37.8%</b>	<b>22.3%</b>	<b>17.3%</b>	<b>-</b>	<b>25.7%</b>	<b>0.4%</b>
<b>Very Likely</b>	<b>18.6%</b>	<b>14.7%</b>	<b>11.8%</b>	<b>26.9%</b>	<b>15.3%</b>	<b>27.8%</b>	<b>15.2%</b>	<b>14.1%</b>	<b>21.6%</b>	<b>22.4%</b>	<b>22.8%</b>	<b>22.0%</b>	<b>6.8%</b>	<b>-</b>	<b>25.3%</b>	<b>-</b>
<b>Somewhat Likely</b>	<b>4.0%</b>	<b>4.0%</b>	<b>-</b>	<b>3.5%</b>	<b>5.3%</b>	<b>1.9%</b>	<b>7.8%</b>	<b>3.5%</b>	<b>1.6%</b>	<b>5.2%</b>	<b>15.0%</b>	<b>0.4%</b>	<b>10.5%</b>	<b>-</b>	<b>0.4%</b>	<b>0.4%</b>

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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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
DEFINITELY VOTING	77.4%	83.5%	71.7%	79.6%	82.9%	76.2%	76.9%	75.7%	79.9%	72.2%	46.8%	90.0%	82.3%	75.5%	74.8%	72.1%	75.9%	80.4%	75.6%	77.2%
LIKELY VOTING	22.6%	16.5%	28.3%	20.4%	17.1%	23.8%	23.1%	24.3%	20.1%	27.8%	53.2%	10.0%	17.7%	24.5%	25.2%	27.9%	24.1%	19.6%	24.4%	22.8%
Very Likely	18.6%	14.1%	18.9%	17.1%	10.5%	23.8%	20.1%	19.0%	17.6%	20.2%	53.2%	10.0%	14.4%	20.7%	20.4%	25.1%	17.1%	15.7%	20.5%	19.2%
Somewhat Likely	4.0%	2.3%	9.3%	3.3%	6.6%	-	3.0%	5.3%	2.5%	7.6%	-	-	3.3%	3.8%	4.8%	2.8%	7.0%	3.8%	3.8%	3.6%

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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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
DEFINITELY VOTING	77.4%	74.5%	79.7%	66.8%	86.7%	72.5%	80.0%	77.6%	78.4%	35.0%	81.5%	75.7%	75.0%	80.2%	76.4%	83.1%	73.9%	77.6%	75.2%	79.8%
LIKELY VOTING	22.6%	25.5%	20.3%	33.2%	13.3%	27.5%	20.0%	22.4%	21.6%	65.0%	18.5%	24.3%	25.0%	19.8%	23.6%	16.9%	26.1%	22.4%	24.8%	20.2%
Very Likely	18.6%	25.5%	19.7%	17.8%	13.3%	26.7%	19.8%	17.1%	19.1%	58.6%	14.3%	20.9%	19.7%	16.7%	19.5%	14.7%	19.8%	18.5%	20.6%	16.6%
Somewhat Likely	4.0%	-	0.6%	15.4%	-	0.8%	0.3%	5.3%	2.5%	6.3%	4.2%	3.4%	5.4%	3.1%	4.1%	2.2%	6.3%	3.9%	4.1%	3.6%



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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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
DEFINITELY VOTING	77.4%	72.8%	82.5%	75.1%	83.4%	73.7%	77.6%	78.6%	79.2%	69.1%	76.7%	74.5%	77.2%	69.6%	78.5%	63.0%	87.5%	66.8%	84.8%	69.1%	86.8%	
LIKELY VOTING	22.6%	27.2%	17.5%	24.9%	16.6%	26.3%	22.4%	21.4%	20.8%	30.9%	23.3%	25.5%	22.8%	30.4%	21.5%	37.0%	12.5%	33.2%	15.2%	30.9%	13.2%	
Very Likely	18.6%	16.2%	17.0%	24.9%	15.8%	19.4%	20.1%	15.6%	20.8%	23.1%	19.8%	18.5%	21.8%	24.2%	14.4%	37.0%	11.9%	24.6%	14.6%	24.2%	13.1%	
Somewhat Likely	4.0%	11.0%	0.5%	-	0.8%	6.9%	2.2%	5.9%	-	7.8%	3.6%	7.0%	1.0%	6.2%	7.1%	-	0.6%	8.5%	0.6%	6.7%	0.1%	

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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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
DEFINITELY VOTING	77.4%	65.0%	83.0%	67.1%	85.3%	65.6%	82.1%	83.1%	80.0%	80.7%	74.5%	81.5%	79.2%	79.7%	71.7%	83.0%	72.9%	68.1%	79.8%	75.7%	82.3%
LIKELY VOTING	22.6%	35.0%	17.0%	32.9%	14.7%	34.4%	17.9%	16.9%	20.0%	19.3%	25.5%	18.5%	20.8%	20.3%	28.3%	17.0%	27.1%	31.9%	20.2%	24.3%	17.7%
Very Likely	18.6%	24.9%	15.9%	25.5%	13.9%	20.2%	17.9%	16.1%	20.0%	14.1%	22.3%	13.3%	20.6%	15.0%	23.3%	13.5%	23.1%	17.2%	19.9%	24.0%	17.3%
Somewhat Likely	4.0%	10.0%	1.1%	7.4%	0.8%	14.2%	-	0.8%	-	5.2%	3.2%	5.1%	0.1%	5.3%	5.0%	3.5%	4.0%	14.7%	0.3%	0.3%	0.4%

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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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
DEFINITELY VOTING	77.4%	79.6%	83.7%	81.7%	77.3%	77.1%	71.9%	81.4%	78.9%	82.0%	80.5%	77.1%	74.7%	79.4%	77.3%	80.4%	75.5%	89.4%	80.8%
LIKELY VOTING	22.6%	20.4%	16.3%	18.3%	22.7%	22.9%	28.1%	18.6%	21.1%	18.0%	19.5%	22.9%	25.3%	20.6%	22.7%	19.6%	24.5%	10.6%	19.2%
Very Likely	18.6%	15.4%	10.4%	18.3%	15.9%	19.4%	28.1%	13.4%	16.1%	12.1%	19.4%	18.7%	19.4%	16.0%	19.5%	12.2%	19.6%	9.4%	19.2%
Somewhat Likely	4.0%	5.0%	5.9%	-	6.8%	3.5%	-	5.2%	5.1%	5.9%	0.1%	4.1%	5.9%	4.6%	3.2%	7.4%	5.0%	1.2%	-

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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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
DEFINITELY VOTING	77.4%	77.7%	75.8%	81.1%	69.1%	56.4%	72.0%	80.0%	78.4%	85.9%	100.0%	56.4%	53.7%	75.7%	73.3%	77.6%	54.0%	-	100.0%
LIKELY VOTING	22.6%	22.3%	24.2%	18.9%	30.9%	43.6%	28.0%	20.0%	21.6%	14.1%	-	43.6%	46.3%	24.3%	26.7%	22.4%	46.0%	-	-
Very Likely	18.6%	18.7%	18.4%	18.5%	13.1%	21.4%	28.0%	17.7%	16.4%	14.1%	-	21.4%	46.3%	19.6%	20.3%	21.8%	19.5%	-	-
Somewhat Likely	4.0%	3.6%	5.8%	0.4%	17.8%	22.1%	-	2.3%	5.2%	-	-	22.1%	-	4.7%	6.4%	0.7%	26.5%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
DEFINITELY VOTING	77.4%	53.8%	87.9%	82.6%	84.9%	69.8%	73.5%	78.7%	78.1%	76.5%	80.0%	69.8%	76.5%	81.4%	81.6%	77.0%	80.7%	76.5%
LIKELY VOTING	22.6%	46.2%	12.1%	17.4%	15.1%	30.2%	26.5%	21.3%	21.9%	23.5%	20.0%	30.2%	23.5%	18.6%	18.4%	23.0%	19.3%	23.5%
Very Likely	18.6%	29.0%	12.1%	13.7%	15.1%	26.0%	19.3%	18.5%	16.4%	21.2%	16.1%	26.0%	20.7%	15.9%	15.0%	21.1%	16.6%	20.1%
Somewhat Likely	4.0%	17.2%	-	3.7%	-	4.2%	7.3%	2.8%	5.4%	2.3%	3.9%	4.2%	2.9%	2.8%	3.4%	2.0%	2.6%	3.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
DEFINITELY VOTING	77.4%	69.1%	76.8%	74.4%	76.1%	79.4%	64.9%	79.7%	75.5%	65.3%	83.3%	84.2%	66.4%	59.9%	79.4%	80.5%	82.6%
LIKELY VOTING	22.6%	30.9%	23.2%	25.6%	23.9%	20.6%	35.1%	20.3%	24.5%	34.7%	16.7%	15.8%	33.6%	40.1%	20.6%	19.5%	17.4%
Very Likely	18.6%	17.2%	20.3%	18.0%	21.3%	15.6%	30.4%	17.5%	19.6%	31.5%	10.9%	12.7%	16.3%	29.5%	20.4%	12.1%	17.4%
Somewhat Likely	4.0%	13.7%	2.9%	7.6%	2.6%	5.1%	4.8%	2.8%	5.0%	3.2%	5.8%	3.0%	17.4%	10.6%	0.2%	7.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	109	75	64	25	27	45	20	18	2	7	23	1	22
DEFINITELY VOTING	77.4%	65.8%	79.7%	86.0%	87.8%	88.5%	66.9%	75.7%	72.9%	100.0%	78.5%	84.1%	100.0%	83.2%
LIKELY VOTING	22.6%	34.2%	20.3%	14.0%	12.2%	11.5%	33.1%	24.3%	27.1%	-	21.5%	15.9%	-	16.8%
Very Likely	18.6%	24.6%	18.4%	14.0%	12.2%	11.5%	23.6%	24.2%	27.0%	-	21.5%	9.9%	-	10.5%
Somewhat Likely	4.0%	9.6%	1.8%	-	-	-	9.5%	0.1%	0.2%	-	-	6.0%	-	6.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
REPUBLICAN CANDIDATE	48.7%	47.2%	56.8%	41.7%	44.1%	49.3%	46.4%	41.9%	67.2%	100.0%	100.0%	100.0%	-	-	-	-
Vote	45.6%	45.0%	52.7%	38.0%	40.9%	47.2%	40.1%	34.3%	67.2%	93.7%	100.0%	-	-	-	-	-
Lean	3.1%	2.1%	4.1%	3.7%	3.2%	2.1%	6.3%	7.6%	-	6.3%	-	100.0%	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	45.7%	37.7%	54.3%	49.4%	45.1%	45.7%	48.6%	32.1%	-	-	-	100.0%	100.0%	100.0%	-
Vote	44.2%	45.7%	36.5%	52.3%	45.9%	44.2%	44.3%	46.9%	32.1%	-	-	-	97.7%	100.0%	-	-
Lean	1.1%	-	1.3%	2.0%	3.5%	0.9%	1.4%	1.7%	-	-	-	-	2.3%	-	100.0%	-
FIRM UNDECIDED	6.1%	7.2%	5.4%	4.0%	6.6%	5.6%	8.0%	9.5%	0.7%	-	-	-	-	-	-	100.0%
Net Diff.	3.4%	1.5%	19.1%	-12.6%	-5.3%	4.2%	0.7%	-6.7%	35.2%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
REPUBLICAN CANDIDATE	48.7%	89.0%	3.2%	56.5%	44.3%	14.5%	92.8%	56.7%	50.6%	68.3%	100.0%	39.7%	50.5%
Vote	45.6%	82.9%	3.2%	53.9%	41.1%	12.4%	84.6%	54.5%	47.4%	53.6%	100.0%	34.4%	48.2%
Lean	3.1%	6.1%	-	2.5%	3.2%	2.1%	8.2%	2.1%	3.2%	14.8%	-	5.3%	2.3%
DEMOCRATIC CANDIDATE	45.2%	11.0%	90.2%	37.2%	48.2%	85.5%	7.1%	38.4%	40.5%	31.7%	-	60.3%	48.5%
Vote	44.2%	11.0%	90.2%	34.5%	47.5%	85.5%	7.1%	35.3%	39.9%	31.7%	-	60.3%	47.6%
Lean	1.1%	-	-	2.6%	0.7%	-	-	3.1%	0.6%	-	-	-	0.9%
FIRM UNDECIDED	6.1%	-	6.5%	6.3%	7.4%	-	0.1%	4.9%	8.9%	-	-	-	1.0%
Net Diff.	3.4%	78.0%	-87.0%	19.3%	-3.9%	-71.0%	85.8%	18.3%	10.1%	36.7%	100.0%	-20.6%	2.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
REPUBLICAN CANDIDATE	48.7%	73.0%	31.6%	52.9%	30.6%	0.5%	-	49.1%	98.4%	98.4%	62.0%	1.5%	1.5%	6.6%	9.3%
Vote	45.6%	67.2%	31.6%	49.3%	30.5%	-	-	48.8%	92.8%	92.9%	-	0.8%	0.8%	-	9.1%
Lean	3.1%	5.8%	-	3.5%	0.1%	0.5%	-	0.3%	5.6%	5.5%	62.0%	0.8%	0.7%	6.6%	0.2%
DEMOCRATIC CANDIDATE	45.2%	23.5%	68.4%	37.2%	52.1%	99.5%	99.5%	40.6%	-	-	-	92.9%	93.6%	2.4%	22.1%
Vote	44.2%	23.5%	65.0%	35.8%	49.0%	99.5%	99.5%	40.6%	-	-	-	91.5%	92.1%	2.4%	13.1%
Lean	1.1%	-	3.4%	1.4%	3.1%	-	-	-	-	-	-	1.5%	1.5%	-	9.0%
FIRM UNDECIDED	6.1%	3.5%	-	9.9%	17.3%	-	0.5%	10.4%	1.6%	1.6%	38.0%	5.5%	4.9%	91.0%	68.6%
Net Diff.	3.4%	49.5%	-36.9%	15.7%	-21.6%	-98.9%	-99.5%	8.5%	98.4%	98.4%	62.0%	-91.4%	-92.1%	4.2%	-12.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
REPUBLICAN CANDIDATE	48.7%	97.3%	97.1%	100.0%	1.8%	1.9%	-	27.1%	100.0%	10.7%
Vote	45.6%	90.9%	92.2%	67.4%	1.7%	1.8%	-	26.7%	92.9%	10.5%
Lean	3.1%	6.4%	4.9%	32.6%	0.1%	0.1%	-	0.4%	7.1%	0.2%
DEMOCRATIC CANDIDATE	45.2%	1.1%	1.2%	-	96.0%	96.6%	80.2%	23.3%	-	10.3%
Vote	44.2%	1.1%	1.2%	-	94.4%	95.0%	80.2%	19.3%	-	-
Lean	1.1%	-	-	-	1.6%	1.6%	-	4.0%	-	10.3%
FIRM UNDECIDED	6.1%	1.6%	1.7%	-	2.2%	1.5%	19.8%	49.6%	-	79.0%
Net Diff.	3.4%	96.2%	95.9%	100.0%	-94.2%	-94.8%	-80.2%	3.8%	100.0%	0.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
REPUBLICAN CANDIDATE	48.7%	39.4%	81.9%	51.5%	54.0%	66.7%	29.4%	62.5%	14.3%	28.0%	98.4%	94.1%	93.1%	45.4%	93.1%	91.2%	4.6%	40.2%	41.9%	32.8%	-	
Vote	45.6%	35.4%	81.8%	46.8%	51.8%	61.7%	28.0%	58.3%	14.1%	25.8%	92.7%	92.1%	84.4%	43.3%	84.4%	87.2%	4.5%	35.3%	36.4%	32.8%	-	
Lean	3.1%	4.1%	0.1%	4.7%	2.1%	5.0%	1.4%	4.2%	0.2%	2.2%	5.7%	2.0%	8.6%	2.2%	8.6%	4.0%	0.1%	4.9%	5.5%	-	-	
DEMOCRATIC CANDIDATE	45.2%	54.1%	16.0%	43.1%	38.6%	29.9%	62.1%	32.6%	81.3%	64.3%	-	3.6%	-	48.3%	-	2.4%	90.5%	52.8%	53.9%	48.1%	23.7%	
Vote	44.2%	53.1%	16.0%	42.1%	37.8%	29.9%	60.5%	31.6%	81.3%	62.8%	-	3.6%	-	47.2%	-	2.4%	88.2%	51.7%	52.6%	48.1%	23.7%	
Lean	1.1%	0.9%	-	1.0%	0.8%	-	1.7%	1.0%	-	1.6%	-	-	-	1.2%	-	-	2.3%	1.1%	1.3%	-	-	
FIRM UNDECIDED	6.1%	6.5%	2.1%	5.3%	7.4%	3.4%	8.4%	4.8%	4.4%	7.7%	1.6%	2.3%	6.9%	6.2%	6.9%	6.4%	4.9%	7.0%	4.2%	19.1%	76.3%	
Net Diff.	3.4%	-14.6%	66.0%	8.4%	15.3%	36.8%	-32.7%	29.9%	-66.9%	-36.4%	98.4%	90.6%	93.1%	-2.9%	93.1%	88.8%	-85.9%	-12.6%	-12.0%	-15.3%	-23.7%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
REPUBLICAN CANDIDATE	48.7%	93.5%	-	55.3%	88.4%	7.6%	28.9%	92.0%	6.9%	36.3%	83.7%	-	64.5%	100.0%	-	46.7%
Vote	45.6%	87.8%	-	47.4%	86.6%	7.5%	26.3%	87.6%	6.7%	30.7%	83.7%	-	64.5%	100.0%	-	46.7%
Lean	3.1%	5.8%	-	7.8%	1.8%	0.2%	2.7%	4.4%	0.1%	5.6%	-	-	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	1.5%	94.2%	34.7%	3.5%	88.1%	66.3%	1.8%	87.5%	55.6%	8.9%	100.0%	35.3%	-	100.0%	53.3%
Vote	44.2%	1.5%	94.2%	34.7%	3.5%	84.3%	64.3%	1.8%	84.0%	54.3%	8.9%	100.0%	35.3%	-	100.0%	53.3%
Lean	1.1%	-	-	-	-	3.8%	2.0%	-	3.4%	1.3%	-	-	-	-	-	-
FIRM UNDECIDED	6.1%	4.9%	5.8%	10.0%	8.1%	4.3%	4.8%	6.2%	5.7%	8.1%	7.5%	-	0.2%	-	-	-
Net Diff.	3.4%	92.0%	-94.2%	20.6%	84.9%	-80.5%	-37.3%	90.2%	-80.6%	-19.2%	74.8%	-100%	29.2%	100.0%	-100%	-6.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
REPUBLICAN CANDIDATE	48.7%	96.1%	86.1%	6.7%	3.3%	10.0%	29.9%	85.0%	72.9%	94.8%	52.1%	5.3%	39.8%	86.2%	7.3%	21.3%	83.7%	6.2%	34.9%	89.1%	
Vote	45.6%	94.3%	80.2%	6.7%	3.3%	10.0%	25.1%	81.5%	67.3%	93.0%	52.1%	5.3%	36.5%	79.6%	7.3%	15.2%	83.6%	6.2%	28.6%	84.9%	
Lean	3.1%	1.8%	5.9%	-	-	-	4.8%	3.6%	5.6%	1.9%	-	-	3.3%	6.6%	-	6.1%	0.1%	-	6.3%	4.2%	
DEMOCRATIC CANDIDATE	45.2%	-	4.4%	90.3%	96.7%	84.0%	58.9%	9.2%	16.0%	3.6%	47.9%	94.6%	46.5%	7.5%	88.4%	69.8%	11.0%	90.3%	52.1%	4.9%	
Vote	44.2%	-	4.4%	90.3%	96.7%	84.0%	55.9%	8.4%	14.3%	3.6%	36.0%	94.6%	46.5%	7.5%	88.4%	64.1%	9.4%	90.3%	48.1%	4.0%	
Lean	1.1%	-	-	-	-	-	3.0%	0.7%	1.6%	-	11.9%	-	-	-	-	5.7%	1.6%	-	4.0%	0.9%	
FIRM UNDECIDED	6.1%	3.9%	9.5%	3.0%	-	6.0%	11.2%	5.8%	11.1%	1.5%	-	0.1%	13.7%	6.3%	4.3%	8.9%	5.3%	3.5%	13.0%	6.1%	
Net Diff.	3.4%	96.1%	81.7%	-83.7%	-93.4%	-74.0%	-29.0%	75.9%	56.9%	91.2%	4.2%	-89.3%	-6.8%	78.7%	-81.1%	-48.5%	72.6%	-84.2%	-17.2%	84.2%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
REPUBLICAN CANDIDATE	48.7%	9.6%	15.2%	61.8%	-	-	38.7%	93.5%	3.3%	16.3%	44.4%	48.3%	64.3%	29.8%	68.3%	46.1%	61.4%	15.4%	71.6%	31.7%
Vote	45.6%	9.6%	15.2%	61.8%	-	-	38.7%	89.1%	1.8%	7.8%	39.1%	45.8%	63.2%	24.9%	65.9%	39.3%	61.1%	12.3%	70.2%	26.0%
Lean	3.1%	-	-	-	-	-	-	4.4%	1.6%	8.5%	5.3%	2.5%	1.2%	4.8%	2.4%	6.8%	0.3%	3.1%	1.5%	5.7%
DEMOCRATIC CANDIDATE	45.2%	90.4%	84.8%	33.9%	100.0%	100.0%	61.3%	1.0%	91.2%	22.1%	47.5%	46.0%	28.8%	65.9%	21.2%	51.6%	34.3%	78.4%	21.3%	63.1%
Vote	44.2%	90.4%	84.8%	33.9%	100.0%	100.0%	61.3%	1.0%	89.0%	22.1%	46.0%	45.0%	26.5%	65.9%	21.2%	51.6%	30.4%	78.4%	18.6%	63.1%
Lean	1.1%	-	-	-	-	-	-	-	2.2%	-	1.5%	1.0%	2.2%	-	-	-	3.9%	-	2.8%	-
FIRM UNDECIDED	6.1%	-	-	4.3%	-	-	-	5.5%	5.5%	61.6%	8.0%	5.8%	6.9%	4.4%	10.5%	2.3%	4.3%	6.2%	7.0%	5.2%
Net Diff.	3.4%	-80.8%	-69.6%	28.0%	-100%	-100%	-22.6%	92.4%	-87.9%	-5.8%	-3.1%	2.3%	35.6%	-36.1%	47.1%	-5.5%	27.2%	-62.9%	50.3%	-31.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
REPUBLICAN CANDIDATE	48.7%	35.3%	18.7%	16.8%	-	49.1%	32.2%	56.7%	40.7%	41.9%	27.0%	51.5%	37.6%	36.7%	12.0%	13.5%	-	59.5%	39.3%	64.7%	51.7%	
Vote	45.6%	35.3%	18.7%	16.8%	-	44.9%	30.2%	49.6%	38.4%	40.4%	25.2%	46.4%	35.1%	36.7%	12.0%	13.5%	-	54.1%	37.9%	52.9%	51.7%	
Lean	3.1%	-	-	-	-	4.3%	2.0%	7.2%	2.3%	1.5%	1.8%	5.1%	2.5%	-	-	-	-	5.4%	1.4%	11.9%	-	
DEMOCRATIC CANDIDATE	45.2%	61.7%	81.3%	83.2%	100.0%	43.6%	61.8%	34.8%	54.1%	52.0%	66.4%	40.5%	55.9%	59.6%	87.9%	86.5%	100.0%	39.6%	50.6%	33.3%	38.2%	
Vote	44.2%	61.7%	81.3%	83.2%	100.0%	41.2%	61.8%	34.8%	54.1%	47.4%	66.4%	37.7%	55.9%	59.6%	87.9%	86.5%	100.0%	38.8%	49.3%	33.3%	38.2%	
Lean	1.1%	-	-	-	-	2.4%	-	-	-	4.6%	-	2.8%	-	-	-	-	-	0.8%	1.3%	-	-	
FIRM UNDECIDED	6.1%	3.0%	-	-	-	7.2%	6.1%	8.5%	5.1%	6.1%	6.6%	7.9%	6.6%	3.7%	0.1%	-	-	0.9%	10.1%	2.0%	10.1%	
Net Diff.	3.4%	-26.3%	-62.5%	-66.3%	-100%	5.5%	-29.6%	21.9%	-13.4%	-10.1%	-39.4%	11.0%	-18.3%	-23.0%	-75.8%	-73.0%	-100%	19.9%	-11.4%	31.4%	13.5%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
REPUBLICAN CANDIDATE	48.7%	55.3%	28.2%	67.5%	39.7%	19.9%	38.7%	0.1%	26.4%	82.9%	18.6%	86.4%	20.2%	78.5%	17.6%	83.5%	22.5%	79.7%	3.6%	64.2%	-
Vote	45.6%	55.1%	25.6%	61.0%	38.0%	19.9%	38.7%	0.1%	26.4%	80.9%	16.0%	82.9%	17.1%	78.3%	15.3%	81.1%	19.3%	79.7%	3.6%	64.2%	-
Lean	3.1%	0.2%	2.6%	6.5%	1.7%	-	-	-	-	2.1%	2.6%	3.5%	3.1%	0.2%	2.3%	2.5%	3.3%	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	44.7%	61.6%	31.4%	49.2%	80.0%	58.7%	99.9%	73.6%	10.7%	75.1%	7.3%	72.0%	15.0%	76.9%	9.0%	70.9%	20.2%	93.9%	35.8%	100.0%
Vote	44.2%	43.3%	59.2%	30.5%	47.6%	80.0%	58.7%	99.9%	73.6%	9.2%	74.3%	7.3%	72.0%	11.6%	75.7%	7.2%	69.9%	20.2%	93.9%	35.8%	100.0%
Lean	1.1%	1.4%	2.5%	0.9%	1.6%	-	-	-	-	1.5%	0.7%	-	-	3.5%	1.2%	1.8%	0.9%	-	-	-	-
FIRM UNDECIDED	6.1%	*%	10.2%	1.1%	11.1%	0.1%	2.6%	-	-	6.3%	6.4%	6.3%	7.8%	6.4%	5.5%	7.5%	6.6%	0.2%	2.5%	-	-
Net Diff.	3.4%	10.6%	-33.4%	36.1%	-9.5%	-60.1%	-20.1%	-99.7%	-47.3%	72.2%	-56.5%	79.1%	-51.8%	63.5%	-59.3%	74.5%	-48.3%	59.5%	-90.3%	28.4%	-100%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
REPUBLICAN CANDIDATE	48.7%	81.6%	89.0%	80.8%	79.4%	23.8%	42.2%	4.0%	19.1%	87.0%	31.5%	76.0%	18.4%	84.6%	26.7%	65.5%	13.4%	50.5%	-
Vote	45.6%	80.6%	84.8%	80.4%	79.3%	18.8%	30.8%	4.0%	16.3%	85.4%	22.8%	75.7%	16.0%	83.4%	20.4%	65.5%	13.4%	50.5%	-
Lean	3.1%	1.0%	4.2%	0.4%	0.1%	5.0%	11.3%	-	2.8%	1.6%	8.6%	0.3%	2.4%	1.2%	6.3%	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	13.8%	11.0%	6.8%	17.5%	70.4%	43.9%	95.5%	78.4%	9.8%	61.6%	17.9%	76.7%	9.9%	67.5%	34.3%	84.1%	49.5%	100.0%
Vote	44.2%	13.0%	11.0%	3.6%	17.5%	69.7%	43.9%	91.1%	78.4%	9.8%	61.6%	16.4%	75.4%	9.0%	66.6%	34.3%	84.1%	49.5%	100.0%
Lean	1.1%	0.8%	-	3.2%	-	0.7%	-	4.4%	-	-	-	1.5%	1.2%	0.9%	0.9%	-	-	-	-
FIRM UNDECIDED	6.1%	4.7%	-	12.4%	3.1%	5.7%	13.9%	0.5%	2.5%	3.3%	6.9%	6.1%	4.9%	5.5%	5.8%	0.2%	2.5%	-	-
Net Diff.	3.4%	67.8%	78.0%	74.0%	61.9%	-46.6%	-1.7%	-91.5%	-59.2%	77.2%	-30.1%	58.1%	-58.2%	74.6%	-40.8%	31.2%	-70.7%	0.9%	-100%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

2. If the general election for State House in Raleigh were 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/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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
REPUBLICAN CANDIDATE	48.7%	52.3%	32.5%	16.5%	56.7%	70.1%	72.0%	63.9%	31.3%	11.2%	40.5%	70.1%	53.7%	42.7%	33.7%	20.4%	64.7%	-	100.0%
Vote	45.6%	48.6%	32.5%	16.5%	56.7%	70.1%	72.0%	57.9%	31.3%	11.2%	40.5%	70.1%	53.7%	40.8%	33.7%	20.4%	64.7%	-	100.0%
Lean	3.1%	3.7%	-	-	-	-	-	6.0%	-	-	-	-	-	1.9%	-	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	41.0%	65.9%	83.5%	34.1%	29.9%	28.0%	28.7%	65.7%	88.8%	32.7%	29.9%	46.3%	51.2%	66.2%	79.6%	34.8%	-	-
Vote	44.2%	39.7%	65.9%	83.5%	34.1%	29.9%	28.0%	28.7%	65.7%	88.8%	32.7%	29.9%	46.3%	48.9%	66.2%	79.6%	34.8%	-	-
Lean	1.1%	1.3%	-	-	-	-	-	-	-	-	-	-	-	2.4%	-	-	-	-	-
FIRM UNDECIDED	6.1%	6.7%	1.6%	-	9.2%	-	-	7.4%	3.1%	-	26.8%	-	-	6.1%	0.1%	-	0.5%	-	-
Net Diff.	3.4%	11.4%	-33.4%	-67.1%	22.6%	40.1%	44.0%	35.2%	-34.4%	-77.6%	7.8%	40.1%	7.5%	-8.6%	-32.5%	-59.2%	29.9%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
REPUBLICAN CANDIDATE	48.7%	50.4%	44.4%	47.5%	54.3%	46.5%	46.9%	49.0%	47.2%	49.9%	49.2%	46.5%	55.3%	59.0%	57.0%	58.9%	58.4%	55.7%
Vote	45.6%	40.5%	39.3%	47.4%	48.8%	46.2%	39.8%	47.4%	43.7%	47.4%	45.1%	46.2%	48.3%	55.3%	53.0%	52.8%	52.1%	55.5%
Lean	3.1%	9.9%	5.1%	0.1%	5.4%	0.2%	7.1%	1.7%	3.6%	2.5%	4.1%	0.2%	7.0%	3.8%	4.0%	6.1%	6.3%	0.2%
DEMOCRATIC CANDIDATE	45.2%	48.9%	50.0%	43.5%	39.5%	47.8%	49.5%	43.9%	46.5%	44.2%	44.5%	47.8%	38.9%	33.9%	36.9%	33.7%	35.1%	37.3%
Vote	44.2%	48.9%	47.4%	42.2%	39.5%	46.6%	48.1%	43.0%	45.1%	43.5%	43.5%	46.6%	38.9%	33.9%	36.9%	33.7%	35.1%	37.3%
Lean	1.1%	-	2.6%	1.3%	-	1.2%	1.5%	0.9%	1.4%	0.7%	1.0%	1.2%	-	-	-	-	-	-
FIRM UNDECIDED	6.1%	0.7%	5.6%	8.9%	6.2%	5.7%	3.6%	7.0%	6.3%	5.9%	6.3%	5.7%	5.8%	7.1%	6.1%	7.4%	6.5%	7.0%
Net Diff.	3.4%	1.4%	-5.6%	4.0%	14.7%	-1.4%	-2.6%	5.1%	0.7%	5.8%	4.7%	-1.4%	16.4%	25.1%	20.1%	25.1%	23.3%	18.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
REPUBLICAN CANDIDATE	48.7%	34.6%	42.0%	37.1%	43.8%	40.9%	39.6%	57.8%	40.9%	50.0%	50.1%	45.9%	66.5%	50.6%	35.8%	43.7%	51.1%	
Vote	45.6%	27.3%	41.8%	34.0%	43.7%	38.8%	39.4%	52.9%	39.4%	47.6%	44.3%	44.8%	58.3%	41.2%	35.8%	41.9%	49.3%	
Lean	3.1%	7.2%	0.2%	3.1%	0.1%	2.1%	0.2%	4.9%	1.5%	2.4%	5.8%	1.1%	8.2%	9.4%	0.1%	1.8%	1.7%	
DEMOCRATIC CANDIDATE	45.2%	65.2%	51.0%	56.4%	51.3%	53.1%	55.6%	35.6%	53.5%	45.4%	43.5%	46.8%	27.6%	45.5%	52.1%	50.6%	43.6%	
Vote	44.2%	61.5%	49.5%	53.6%	50.1%	51.2%	53.4%	35.6%	51.5%	44.5%	43.5%	44.6%	27.6%	42.9%	52.1%	48.6%	42.9%	
Lean	1.1%	3.6%	1.5%	2.8%	1.1%	1.9%	2.1%	-	1.9%	0.9%	-	2.2%	-	2.5%	-	2.0%	0.7%	
FIRM UNDECIDED	6.1%	0.3%	7.0%	6.5%	5.0%	6.0%	4.8%	6.6%	5.7%	4.6%	6.4%	7.3%	5.9%	4.0%	12.1%	5.7%	5.4%	
Net Diff.	3.4%	-30.6%	-9.0%	-19.4%	-7.5%	-12.2%	-15.9%	22.2%	-12.6%	4.6%	6.5%	-0.9%	38.8%	5.1%	-16.2%	-6.9%	7.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	109	75	64	25	27	45	20	18	2	7	23	1	22
REPUBLICAN CANDIDATE	48.7%	56.5%	43.3%	50.8%	22.2%	50.8%	49.2%	57.1%	63.8%	-	21.5%	13.9%	-	14.8%
Vote	45.6%	52.6%	39.5%	47.8%	22.0%	50.8%	43.0%	47.9%	53.4%	-	21.5%	13.9%	-	14.8%
Lean	3.1%	3.9%	3.9%	3.1%	0.3%	-	6.2%	9.3%	10.3%	-	-	-	-	-
DEMOCRATIC CANDIDATE	45.2%	34.3%	51.8%	45.5%	73.1%	45.2%	42.3%	35.8%	28.4%	100.0%	58.4%	86.0%	100.0%	85.1%
Vote	44.2%	33.3%	51.8%	43.8%	69.2%	45.2%	42.3%	35.8%	28.4%	100.0%	43.2%	86.0%	100.0%	85.1%
Lean	1.1%	1.1%	-	1.7%	3.9%	-	-	-	-	-	15.2%	-	-	-
FIRM UNDECIDED	6.1%	9.2%	4.9%	3.7%	4.7%	4.0%	8.5%	7.0%	7.8%	-	20.2%	0.1%	-	0.1%
Net Diff.	3.4%	22.1%	-8.5%	5.4%	-50.8%	5.6%	6.9%	21.3%	35.4%	-100%	-36.9%	-72.0%	-100%	-70.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
FAVORABLE	12.7%	12.8%	15.6%	4.6%	17.1%	15.4%	3.7%	1.9%	12.3%	23.3%	23.1%	25.4%	3.1%	3.2%	-	-
UNFAVORABLE	10.8%	5.6%	7.4%	21.6%	24.9%	11.6%	8.1%	9.9%	-	0.7%	0.8%	-	21.5%	22.0%	-	11.5%
NO OPINION	25.3%	28.9%	13.1%	38.6%	21.9%	24.6%	27.5%	31.0%	11.2%	29.3%	29.9%	20.8%	20.8%	19.7%	63.5%	26.2%
NEVER HEARD OF	51.2%	52.7%	63.9%	35.2%	36.1%	48.5%	60.7%	57.3%	76.6%	46.7%	46.2%	53.8%	54.6%	55.0%	36.5%	62.2%
Net Diff.	1.9%	7.2%	8.2%	-17.1%	-7.8%	3.8%	-4.5%	-8.0%	12.3%	22.6%	22.4%	25.4%	-18.4%	-18.9%	-	-11.5%
Mean	1.74	1.66	2.07	1.47	1.92	1.82	1.39	1.32	2.05	1.89	1.87	2.10	1.61	1.63	1.00	1.31

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.

JEFF ZENGER

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	OPINION	HEARD OF	
Total	300	38	32	76	154	47	16	68	169	7	1	44	109
FAVORABLE	12.7%	100.0%	-	-	-	14.4%	79.2%	10.2%	6.8%	100.0%	-	44.8%	24.5%
UNFAVORABLE	10.8%	-	100.0%	-	-	49.7%	6.4%	4.5%	3.0%	-	100.0%	55.2%	25.2%
NO OPINION	25.3%	-	-	100.0%	-	14.2%	6.3%	68.6%	12.6%	-	-	-	50.3%
NEVER HEARD OF	51.2%	-	-	-	100.0%	21.7%	8.1%	16.7%	77.6%	-	-	-	-
Net Diff.	1.9%	100.0%	-100%	-	-	-35.2%	72.8%	5.7%	3.8%	100.0%	-100%	-10.4%	-0.6%
Mean	1.74	3.00	2.00	1.00	-	2.00	2.79	1.30	1.74	3.00	2.00	2.45	1.74



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
FAVORABLE	12.7%	20.4%	3.4%	11.3%	9.3%	6.6%	-	13.5%	22.0%	22.0%	-	4.4%	4.4%	6.6%	-
UNFAVORABLE	10.8%	4.9%	10.4%	12.9%	8.7%	30.8%	24.1%	9.5%	0.7%	0.7%	-	21.9%	22.0%	-	-
NO OPINION	25.3%	28.7%	23.1%	28.1%	17.9%	12.6%	19.3%	35.6%	30.2%	30.3%	11.6%	19.8%	19.9%	-	31.0%
NEVER HEARD OF	51.2%	45.9%	63.2%	47.7%	64.2%	50.0%	56.6%	41.5%	47.1%	47.0%	88.4%	54.0%	53.7%	93.4%	69.0%
Net Diff.	1.9%	15.5%	-7.0%	-1.7%	0.6%	-24.2%	-24.1%	4.1%	21.2%	21.3%	-	-17.5%	-17.6%	6.6%	-
Mean	1.74	1.85	1.46	1.68	1.76	1.88	1.56	1.62	1.84	1.84	1.00	1.67	1.67	3.00	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.

JEFF ZENGER

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
FAVORABLE	12.7%	23.4%	24.8%	-	3.3%	3.4%	-	3.4%	100.0%	-
UNFAVORABLE	10.8%	-	-	-	21.9%	22.0%	17.6%	12.2%	-	-
NO OPINION	25.3%	29.3%	29.2%	32.1%	19.8%	18.7%	45.8%	31.4%	-	35.7%
NEVER HEARD OF	51.2%	47.2%	46.0%	67.9%	55.1%	55.8%	36.5%	53.0%	-	64.3%
Net Diff.	1.9%	23.4%	24.8%	-	-18.6%	-18.6%	-17.6%	-8.7%	100.0%	-
Mean	1.74	1.89	1.92	1.00	1.63	1.65	1.28	1.40	3.00	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

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					
Total	300	221	69	117	119		149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
FAVORABLE	12.7%	12.0%	15.3%	14.8%	15.6%		20.0%	4.8%	16.7%	4.4%	8.3%	24.8%	26.8%	12.7%	13.2%	12.7%	23.9%	3.4%	8.4%	7.8%	15.5%	-
UNFAVORABLE	10.8%	14.6%	-	11.2%	8.5%		5.1%	16.8%	5.8%	33.7%	16.1%	-	-	-	11.8%	-	1.8%	19.7%	13.0%	14.7%	0.3%	-
NO OPINION	25.3%	21.6%	34.1%	22.7%	34.2%		26.5%	22.8%	27.6%	24.0%	23.8%	29.8%	24.5%	37.0%	24.0%	37.0%	28.2%	19.4%	27.4%	26.1%	45.1%	-
NEVER HEARD OF	51.2%	51.7%	50.6%	51.3%	41.7%		48.4%	55.5%	50.0%	37.9%	51.8%	45.4%	48.7%	50.3%	51.0%	50.3%	46.1%	57.6%	51.2%	51.5%	39.1%	100.0%
Net Diff.	1.9%	-2.6%	15.3%	3.6%	7.0%		14.9%	-12.0%	11.0%	-29.3%	-7.8%	24.8%	26.8%	12.7%	1.3%	12.7%	22.1%	-16.3%	-4.6%	-6.9%	15.2%	-
Mean	1.74	1.80	1.62	1.84	1.68		1.87	1.60	1.78	1.68	1.68	1.91	2.04	1.51	1.78	1.51	1.92	1.62	1.61	1.62	1.51	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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.  
JEFF ZENGER

BANNER 6

	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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
FAVORABLE	12.7%	26.1%	5.7%	6.7%	21.3%	1.8%	9.6%	25.2%	5.0%	9.7%	11.4%	-	0.2%	0.8%	-	0.4%
UNFAVORABLE	10.8%	1.7%	22.7%	5.2%	1.9%	17.7%	18.8%	2.0%	24.3%	15.1%	-	10.7%	-	-	8.4%	-
NO OPINION	25.3%	33.9%	22.1%	30.7%	21.6%	17.6%	25.0%	27.9%	21.9%	25.1%	31.9%	14.6%	41.8%	-	12.6%	46.3%
NEVER HEARD OF	51.2%	38.3%	49.6%	57.4%	55.1%	62.8%	46.6%	45.0%	48.8%	50.1%	56.6%	74.6%	58.0%	99.2%	79.0%	53.3%
Net Diff.	1.9%	24.4%	-17.0%	1.5%	19.4%	-15.9%	-9.2%	23.2%	-19.3%	-5.4%	11.4%	-10.7%	0.2%	0.8%	-8.4%	0.4%
Mean	1.74	1.87	1.67	1.44	1.99	1.58	1.71	1.95	1.67	1.69	1.53	1.42	1.01	3.00	1.40	1.02

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY						WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLIC.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
FAVORABLE	12.7%	18.0%	23.8%	3.8%	2.8%	4.9%	8.1%	20.7%	20.9%	20.5%	-	8.4%	7.0%	23.3%	1.8%	9.1%	17.6%	4.5%	10.7%	23.1%
UNFAVORABLE	10.8%	-	4.9%	25.0%	21.9%	28.1%	10.0%	2.4%	3.6%	1.5%	-	20.4%	8.4%	3.0%	27.1%	11.4%	1.8%	27.8%	11.3%	1.9%
NO OPINION	25.3%	33.0%	21.5%	18.5%	14.5%	22.5%	21.2%	28.9%	27.9%	29.7%	58.0%	30.9%	18.6%	31.3%	12.9%	23.4%	26.2%	17.5%	26.0%	28.2%
NEVER HEARD OF	51.2%	49.0%	49.8%	52.7%	60.8%	44.5%	60.7%	48.0%	47.6%	48.3%	42.0%	40.4%	66.0%	42.5%	58.2%	56.1%	54.4%	50.2%	52.0%	46.8%
Net Diff.	1.9%	18.0%	18.9%	-21.2%	-19.1%	-23.2%	-1.9%	18.3%	17.3%	19.1%	-	-12.0%	-1.5%	20.4%	-25.3%	-2.4%	15.8%	-23.3%	-0.6%	21.3%
Mean	1.74	1.71	2.05	1.69	1.70	1.68	1.67	1.84	1.86	1.82	1.00	1.62	1.66	1.86	1.73	1.67	1.81	1.74	1.68	1.91

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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.  
JEFF ZENGER

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
FAVORABLE	12.7%	-	-	6.5%	-	-	0.4%	20.4%	5.0%	5.6%	13.8%	11.4%	18.0%	8.4%	20.9%	10.9%	15.9%	6.1%	21.3%	9.9%
UNFAVORABLE	10.8%	8.4%	6.4%	5.6%	-	8.7%	10.1%	0.7%	21.5%	-	19.9%	7.7%	6.1%	17.6%	5.0%	13.3%	6.9%	21.4%	5.7%	19.8%
NO OPINION	25.3%	24.2%	6.4%	33.2%	13.8%	8.7%	24.5%	31.5%	19.2%	10.6%	18.4%	27.4%	28.1%	20.8%	33.9%	25.9%	23.9%	16.4%	28.6%	21.5%
NEVER HEARD OF	51.2%	67.4%	87.2%	54.7%	86.2%	82.6%	65.0%	47.4%	54.4%	83.7%	47.9%	53.4%	47.8%	53.2%	40.2%	49.9%	53.3%	56.2%	44.4%	48.8%
Net Diff.	1.9%	-8.4%	-6.4%	0.9%	-	-8.7%	-9.7%	19.7%	-16.4%	5.6%	-6.2%	3.7%	11.9%	-9.2%	16.0%	-2.3%	9.0%	-15.3%	15.6%	-10.0%
Mean	1.74	1.26	1.50	1.41	1.00	1.50	1.31	1.79	1.69	1.69	1.91	1.66	1.81	1.73	1.78	1.70	1.83	1.76	1.87	1.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
FAVORABLE	12.7%	4.6%	-	0.1%	-	14.0%	8.4%	16.4%	14.0%	11.7%	5.0%	15.6%	10.6%	5.7%	-	0.2%	-	9.5%	14.9%	12.6%	17.2%
UNFAVORABLE	10.8%	8.1%	4.9%	12.5%	-	13.2%	11.2%	9.0%	12.1%	17.1%	10.6%	14.8%	11.9%	5.0%	8.7%	9.2%	6.0%	8.6%	12.7%	9.4%	7.6%
NO OPINION	25.3%	27.0%	16.8%	15.3%	15.5%	23.8%	24.3%	27.2%	24.0%	20.5%	24.5%	22.2%	27.1%	31.9%	14.4%	31.7%	6.0%	26.4%	23.1%	30.1%	27.8%
NEVER HEARD OF	51.2%	60.3%	78.3%	72.1%	84.5%	49.1%	56.1%	47.4%	49.8%	50.6%	59.9%	47.5%	50.4%	57.4%	76.9%	59.0%	88.1%	55.5%	49.3%	48.0%	47.3%
Net Diff.	1.9%	-3.5%	-4.9%	-12.4%	-	0.8%	-2.8%	7.3%	1.9%	-5.4%	-5.6%	0.8%	-1.3%	0.7%	-8.7%	-9.0%	-6.0%	0.9%	2.2%	3.2%	9.6%
Mean	1.74	1.44	1.23	1.46	1.00	1.81	1.64	1.79	1.80	1.82	1.51	1.87	1.67	1.39	1.38	1.23	1.50	1.62	1.84	1.66	1.80

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
FAVORABLE	12.7%	7.0%	12.8%	11.4%	17.4%	0.1%	3.9%	0.1%	-	19.8%	7.2%	19.2%	11.5%	20.6%	4.6%	22.3%	9.1%	6.2%	-	0.5%	-
UNFAVORABLE	10.8%	8.0%	17.2%	10.3%	13.3%	-	10.3%	-	9.9%	2.4%	18.1%	2.8%	14.5%	1.9%	20.2%	1.9%	21.1%	5.3%	6.6%	12.0%	4.3%
NO OPINION	25.3%	23.4%	19.0%	24.4%	25.3%	36.1%	14.0%	16.4%	19.6%	31.6%	19.9%	33.6%	24.8%	29.1%	17.0%	30.1%	21.1%	40.0%	15.8%	47.9%	8.6%
NEVER HEARD OF	51.2%	61.6%	51.0%	53.8%	43.9%	63.8%	71.8%	83.4%	70.5%	46.2%	54.9%	44.5%	49.2%	48.4%	58.2%	45.8%	48.7%	48.5%	77.6%	39.6%	87.1%
Net Diff.	1.9%	-0.9%	-4.4%	1.1%	4.1%	0.1%	-6.4%	0.1%	-9.9%	17.4%	-10.9%	16.4%	-2.9%	18.7%	-15.6%	20.4%	-12.1%	0.8%	-6.6%	-11.5%	-4.3%
Mean	1.74	1.57	1.87	1.72	1.86	1.01	1.64	1.02	1.34	1.78	1.72	1.74	1.74	1.84	1.70	1.86	1.77	1.34	1.29	1.22	1.33



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

BANNER 11

	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	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23		
FAVORABLE	12.7%	22.6%	28.3%	15.6%	23.4%	6.2%	2.0%	3.5%	9.5%	22.2%	9.9%	22.9%	3.5%	25.6%	7.8%	6.3%	-	0.4%	-		
UNFAVORABLE	10.8%	2.5%	-	3.6%	2.8%	17.7%	16.3%	16.3%	19.0%	3.2%	12.4%	1.7%	21.5%	2.9%	19.9%	-	9.8%	-	9.5%		
NO OPINION	25.3%	31.7%	30.1%	35.4%	30.7%	18.4%	18.6%	21.0%	17.5%	34.1%	20.8%	29.2%	16.7%	28.9%	20.2%	46.6%	12.2%	37.6%	9.5%		
NEVER HEARD OF	51.2%	43.3%	41.6%	45.4%	43.0%	57.7%	63.1%	59.2%	54.0%	40.5%	56.8%	46.2%	58.3%	42.6%	52.1%	47.1%	78.0%	62.0%	80.9%		
Net Diff.	1.9%	20.1%	28.3%	12.1%	20.6%	-11.5%	-14.2%	-12.8%	-9.5%	19.0%	-2.5%	21.3%	-17.9%	22.7%	-12.1%	6.3%	-9.8%	0.4%	-9.5%		
Mean	1.74	1.84	1.97	1.64	1.87	1.71	1.55	1.57	1.82	1.80	1.75	1.88	1.68	1.94	1.74	1.24	1.45	1.02	1.50		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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.  
 JEFF ZENGER

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	-	1
FAVORABLE	12.7%	15.0%	2.4%	0.1%	13.3%	-	-	17.4%	4.7%	0.1%	40.5%	-	-	13.0%	0.1%	0.1%	-	-	-	-
UNFAVORABLE	10.8%	11.9%	6.0%	6.1%	11.2%	-	-	10.1%	-	-	-	-	-	13.3%	11.6%	10.7%	16.7%	-	-	-
NO OPINION	25.3%	25.5%	24.7%	18.4%	25.0%	59.6%	28.0%	28.4%	36.1%	32.6%	-	59.6%	46.3%	23.0%	14.0%	7.8%	37.3%	-	-	-
NEVER HEARD OF	51.2%	47.6%	67.0%	75.3%	50.5%	40.4%	72.0%	44.0%	59.2%	67.3%	59.5%	40.4%	53.7%	50.6%	74.3%	81.3%	46.0%	-	100.0%	-
Net Diff.	1.9%	3.1%	-3.6%	-6.0%	2.1%	-	-	7.3%	4.7%	0.1%	40.5%	-	-	-0.4%	-11.5%	-10.6%	-16.7%	-	-	-
Mean	1.74	1.80	1.32	1.26	1.76	1.00	1.00	1.80	1.23	1.01	3.00	1.00	1.00	1.80	1.46	1.59	1.31	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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 JEFF ZENGER

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
FAVORABLE	12.7%	4.2%	25.0%	15.4%	7.1%	9.8%	16.2%	11.1%	15.8%	8.6%	13.4%	9.8%	19.3%	12.9%	17.7%	11.3%	14.7%	16.1%
UNFAVORABLE	10.8%	15.5%	15.2%	16.4%	6.6%	3.9%	15.3%	9.2%	15.9%	5.1%	13.3%	3.9%	9.8%	7.4%	10.5%	5.0%	10.0%	2.8%
NO OPINION	25.3%	16.9%	16.8%	30.0%	35.7%	20.8%	16.8%	28.3%	23.6%	27.4%	27.0%	20.8%	25.3%	32.1%	30.0%	29.6%	32.2%	22.5%
NEVER HEARD OF	51.2%	63.4%	43.0%	38.1%	50.6%	65.5%	51.6%	51.3%	44.7%	58.9%	46.4%	65.5%	45.6%	47.5%	41.8%	54.0%	43.2%	58.7%
Net Diff.	1.9%	-11.3%	9.8%	-1.0%	0.5%	5.9%	0.9%	1.9%	-0.1%	3.5%	0.1%	5.9%	9.5%	5.5%	7.2%	6.3%	4.8%	13.3%
Mean	1.74	1.65	2.14	1.76	1.42	1.68	1.99	1.65	1.86	1.54	1.75	1.68	1.89	1.63	1.79	1.60	1.69	1.85

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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 JEFF ZENGER

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
FAVORABLE	12.7%	11.6%	9.8%	13.8%	6.8%	12.1%	5.2%	15.1%	10.7%	6.3%	15.8%	16.3%	6.8%	4.8%	24.4%	17.0%	11.3%
UNFAVORABLE	10.8%	23.4%	10.5%	21.5%	5.1%	16.3%	4.7%	8.2%	13.0%	8.8%	11.1%	12.6%	11.4%	7.4%	9.6%	16.3%	10.0%
NO OPINION	25.3%	4.4%	25.7%	16.9%	25.8%	22.3%	19.5%	29.8%	21.4%	27.4%	27.0%	21.4%	15.1%	23.8%	22.3%	27.0%	27.1%
NEVER HEARD OF	51.2%	60.5%	54.0%	47.8%	62.3%	49.3%	70.6%	46.9%	54.9%	57.5%	46.1%	49.7%	66.7%	64.0%	43.7%	39.6%	51.6%
Net Diff.	1.9%	-11.8%	-0.7%	-7.7%	1.6%	-4.1%	0.4%	6.8%	-2.2%	-2.4%	4.8%	3.7%	-4.7%	-2.6%	14.7%	0.7%	1.2%
Mean	1.74	2.18	1.66	1.94	1.49	1.80	1.51	1.72	1.76	1.50	1.79	1.90	1.75	1.47	2.04	1.84	1.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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JEFF ZENGER

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	109	75	64	25	27	45	20	18	2	7	23	1	22	
FAVORABLE	12.7%	10.1%	17.4%	13.2%	4.4%	16.5%	9.1%	19.0%	15.4%	49.9%	-	0.4%	-	0.5%	
UNFAVORABLE	10.8%	11.0%	14.4%	6.6%	3.7%	16.3%	17.0%	0.1%	0.1%	-	15.3%	15.5%	-	16.4%	
NO OPINION	25.3%	26.6%	19.7%	29.0%	21.7%	29.5%	26.1%	28.2%	31.4%	-	56.8%	20.4%	100.0%	15.6%	
NEVER HEARD OF	51.2%	52.2%	48.5%	51.2%	70.2%	37.8%	47.8%	52.7%	53.0%	50.1%	27.9%	63.7%	-	67.6%	
Net Diff.	1.9%	-0.9%	3.1%	6.7%	0.7%	0.3%	-7.9%	18.8%	15.2%	49.9%	-15.3%	-15.0%	-	-15.9%	
Mean	1.74	1.65	1.96	1.68	1.42	1.79	1.67	1.80	1.66	3.00	1.21	1.45	1.00	1.53	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
FAVORABLE	15.6%	14.4%	12.9%	21.7%	18.6%	17.2%	10.2%	9.8%	12.0%	4.6%	4.2%	10.8%	29.5%	30.2%	-	-
UNFAVORABLE	5.4%	7.1%	5.2%	*%	7.4%	7.0%	-	-	-	10.4%	10.1%	14.5%	0.8%	0.9%	-	0.1%
NO OPINION	22.8%	24.5%	14.6%	29.4%	27.2%	23.3%	21.0%	25.2%	0.9%	26.6%	27.3%	15.9%	19.4%	18.2%	66.6%	18.3%
NEVER HEARD OF	56.2%	54.1%	67.4%	48.8%	46.9%	52.5%	68.8%	64.9%	87.1%	58.4%	58.4%	58.7%	50.3%	50.7%	33.4%	81.6%
Net Diff.	10.2%	7.3%	7.7%	21.7%	11.2%	10.1%	10.2%	9.8%	12.0%	-5.7%	-5.9%	-3.7%	28.6%	29.3%	-	-0.1%
Mean	1.84	1.78	1.95	1.85	1.84	1.87	1.65	1.56	2.86	1.47	1.45	1.88	2.20	2.24	1.00	1.01

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	38	32	76	154	47	16	68	169	7	1	44	109
FAVORABLE	15.6%	17.7%	71.8%	8.8%	6.6%	100.0%	-	-	-	100.0%	-	68.2%	33.7%
UNFAVORABLE	5.4%	33.9%	3.2%	1.4%	0.9%	-	100.0%	-	-	-	100.0%	31.8%	13.8%
NO OPINION	22.8%	18.2%	9.4%	61.9%	7.4%	-	-	100.0%	-	-	-	-	52.4%
NEVER HEARD OF	56.2%	30.2%	15.6%	28.0%	85.1%	-	-	-	100.0%	-	-	-	-
Net Diff.	10.2%	-16.2%	68.5%	7.4%	5.7%	100.0%	-100%	-	-	100.0%	-100%	36.4%	19.9%
Mean	1.84	1.99	2.74	1.26	1.94	3.00	2.00	1.00	-	3.00	2.00	2.68	1.81

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
FAVORABLE	15.6%	14.1%	20.4%	9.8%	23.5%	20.8%	19.9%	9.5%	3.2%	3.2%	-	29.4%	29.6%	6.6%	-
UNFAVORABLE	5.4%	8.0%	-	5.0%	6.7%	6.6%	-	-	10.5%	10.5%	-	0.8%	0.8%	-	-
NO OPINION	22.8%	23.3%	19.8%	26.2%	18.8%	19.0%	18.7%	33.9%	27.4%	27.4%	11.6%	20.0%	20.1%	2.4%	0.4%
NEVER HEARD OF	56.2%	54.6%	59.8%	58.9%	51.0%	53.6%	61.4%	56.6%	58.9%	58.9%	88.4%	49.8%	49.5%	91.0%	99.6%
Net Diff.	10.2%	6.0%	20.4%	4.8%	16.8%	14.2%	19.9%	9.5%	-7.3%	-7.3%	-	28.6%	28.8%	6.6%	-
Mean	1.84	1.80	2.02	1.60	2.10	2.04	2.03	1.44	1.41	1.41	1.00	2.19	2.19	2.47	1.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
FAVORABLE	15.6%	4.0%	4.3%	-	30.9%	32.1%	-	-	10.6%	-
UNFAVORABLE	5.4%	10.1%	10.7%	-	0.9%	0.9%	-	3.9%	35.9%	-
NO OPINION	22.8%	25.7%	25.4%	29.5%	18.3%	17.2%	45.8%	30.4%	18.4%	0.5%
NEVER HEARD OF	56.2%	60.2%	59.6%	70.5%	50.0%	49.9%	54.2%	65.7%	35.1%	99.5%
Net Diff.	10.2%	-6.0%	-6.4%	-	30.0%	31.2%	-	-3.9%	-25.3%	-
Mean	1.84	1.46	1.48	1.00	2.25	2.30	1.00	1.11	1.88	1.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
FAVORABLE	15.6%	19.5%	5.3%	20.4%	8.7%	10.9%	21.2%	11.8%	34.5%	22.1%	2.6%	1.6%	-	16.7%	-	5.6%	27.0%	16.6%	18.5%	2.7%	-
UNFAVORABLE	5.4%	6.4%	3.3%	8.1%	5.7%	6.8%	4.9%	5.9%	7.2%	2.8%	13.1%	13.6%	6.0%	5.6%	6.0%	12.1%	1.3%	1.4%	1.6%	-	-
NO OPINION	22.8%	20.3%	29.3%	20.0%	31.6%	24.3%	19.6%	25.4%	21.0%	21.8%	24.5%	23.0%	34.1%	22.1%	34.1%	25.2%	22.4%	20.2%	21.6%	11.1%	-
NEVER HEARD OF	56.2%	53.9%	62.1%	51.5%	54.0%	58.0%	54.3%	56.9%	37.3%	53.3%	59.8%	61.9%	59.9%	55.6%	59.9%	57.1%	49.4%	61.7%	58.2%	86.2%	100.0%
Net Diff.	10.2%	13.2%	2.0%	12.3%	3.0%	4.1%	16.3%	5.8%	27.3%	19.4%	-10.5%	-12.0%	-6.0%	11.1%	-6.0%	-6.5%	25.7%	15.2%	16.9%	2.7%	-
Mean	1.84	1.98	1.37	2.01	1.50	1.68	2.04	1.68	2.22	2.01	1.46	1.44	1.15	1.88	1.15	1.54	2.09	1.91	1.92	1.40	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
FAVORABLE	15.6%	5.4%	29.5%	11.9%	5.8%	25.3%	20.1%	6.1%	31.4%	19.1%	0.2%	18.5%	1.0%	0.8%	9.3%	1.8%
UNFAVORABLE	5.4%	14.8%	3.2%	0.1%	9.0%	-	2.5%	12.1%	1.9%	1.7%	12.4%	-	-	52.5%	-	-
NO OPINION	22.8%	26.5%	22.3%	23.0%	23.7%	22.5%	18.1%	24.5%	22.4%	20.5%	31.9%	23.2%	18.6%	-	26.7%	22.4%
NEVER HEARD OF	56.2%	53.3%	45.0%	65.0%	61.5%	52.3%	59.2%	57.3%	44.3%	58.7%	55.5%	58.4%	80.4%	46.8%	64.0%	75.8%
Net Diff.	10.2%	-9.4%	26.4%	11.9%	-3.2%	25.3%	17.7%	-6.0%	29.6%	17.4%	-12.2%	18.5%	1.0%	-51.7%	9.3%	1.8%
Mean	1.84	1.55	2.13	1.68	1.54	2.06	2.05	1.57	2.16	1.97	1.29	1.89	1.10	2.01	1.52	1.15

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
FAVORABLE	15.6%	7.6%	4.8%	35.3%	33.0%	37.6%	9.5%	5.3%	8.1%	3.0%	0.3%	37.1%	10.4%	4.6%	34.5%	8.7%	6.1%	38.0%	10.8%	5.2%
UNFAVORABLE	5.4%	12.2%	7.8%	1.4%	2.8%	-	5.4%	7.9%	9.4%	6.7%	-	4.5%	4.1%	9.6%	-	6.4%	5.9%	1.6%	7.1%	8.1%
NO OPINION	22.8%	25.5%	21.0%	14.7%	16.5%	12.9%	26.6%	26.5%	22.5%	29.7%	46.7%	27.2%	20.2%	26.8%	9.0%	32.2%	26.1%	13.1%	24.8%	27.5%
NEVER HEARD OF	56.2%	54.7%	66.4%	48.6%	47.7%	49.5%	58.6%	60.3%	60.0%	60.6%	53.1%	31.2%	65.3%	59.0%	56.5%	52.7%	61.8%	47.3%	57.4%	59.2%
Net Diff.	10.2%	-4.6%	-2.9%	33.9%	30.2%	37.6%	4.1%	-2.6%	-1.3%	-3.6%	0.3%	32.7%	6.2%	-5.0%	34.5%	2.3%	0.1%	36.4%	3.7%	-2.9%
Mean	1.84	1.60	1.52	2.40	2.32	2.49	1.59	1.47	1.64	1.32	1.01	2.14	1.72	1.46	2.59	1.50	1.47	2.47	1.67	1.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
FAVORABLE	15.6%	19.3%	5.8%	5.7%	16.2%	-	10.3%	3.8%	27.8%	13.8%	23.0%	12.6%	10.4%	22.9%	10.9%	19.5%	10.1%	25.9%	11.0%	24.0%
UNFAVORABLE	5.4%	-	-	6.9%	-	-	12.4%	8.5%	2.4%	-	10.4%	4.1%	5.7%	4.4%	5.6%	7.2%	5.8%	1.9%	5.9%	5.1%
NO OPINION	22.8%	24.2%	34.1%	20.9%	13.8%	46.1%	14.7%	27.1%	18.6%	10.0%	20.5%	24.1%	28.4%	17.8%	30.8%	21.1%	26.6%	15.0%	28.1%	17.8%
NEVER HEARD OF	56.2%	56.5%	60.2%	66.5%	70.0%	53.9%	62.5%	60.5%	51.2%	76.2%	46.1%	59.2%	55.5%	54.9%	52.7%	52.2%	57.6%	57.3%	54.9%	53.0%
Net Diff.	10.2%	19.3%	5.8%	-1.2%	16.2%	-	-2.1%	-4.7%	25.4%	13.8%	12.6%	8.5%	4.7%	18.6%	5.3%	12.3%	4.3%	24.0%	5.1%	18.9%
Mean	1.84	1.89	1.29	1.54	2.08	1.00	1.88	1.41	2.19	2.16	2.05	1.72	1.60	2.11	1.58	1.97	1.61	2.26	1.62	2.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
FAVORABLE	15.6%	8.2%	16.6%	6.3%	10.3%	14.3%	21.9%	9.1%	28.3%	19.2%	18.0%	16.9%	22.0%	0.7%	22.7%	1.2%	13.2%	12.6%	18.2%	11.8%	15.3%
UNFAVORABLE	5.4%	5.0%	-	7.7%	-	6.2%	3.8%	9.3%	4.7%	3.3%	3.3%	7.4%	4.8%	-	-	-	-	3.5%	6.5%	5.7%	7.6%
NO OPINION	22.8%	30.5%	17.9%	34.8%	17.2%	18.6%	25.4%	18.2%	26.8%	18.9%	24.6%	17.2%	25.9%	25.9%	24.7%	32.0%	25.7%	23.0%	21.9%	26.1%	22.5%
NEVER HEARD OF	56.2%	56.3%	65.5%	51.2%	72.5%	60.9%	48.8%	63.4%	40.2%	58.6%	54.1%	58.5%	47.3%	73.5%	52.6%	66.7%	61.1%	61.0%	53.4%	56.4%	54.6%
Net Diff.	10.2%	3.3%	16.6%	-1.3%	10.3%	8.1%	18.1%	-0.2%	23.7%	15.9%	14.7%	9.5%	17.1%	0.7%	22.7%	1.2%	13.2%	9.1%	11.8%	6.1%	7.7%
Mean	1.84	1.49	1.96	1.42	1.75	1.89	1.93	1.75	2.02	2.01	1.86	1.99	1.93	1.05	1.96	1.07	1.68	1.73	1.92	1.67	1.84

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
FAVORABLE	15.6%	13.2%	20.9%	14.1%	19.2%	5.2%	14.7%	0.1%	11.5%	5.5%	24.7%	4.8%	24.8%	6.3%	24.6%	6.4%	26.7%	0.1%	17.5%	0.2%	10.0%
UNFAVORABLE	5.4%	1.7%	5.5%	4.1%	7.0%	-	4.3%	-	6.1%	7.8%	3.3%	9.0%	4.5%	6.2%	2.5%	8.0%	4.1%	6.5%	-	14.7%	-
NO OPINION	22.8%	20.5%	21.4%	21.4%	23.3%	30.6%	16.3%	25.8%	22.8%	26.9%	19.6%	27.0%	21.5%	26.7%	18.4%	26.2%	19.6%	30.7%	20.3%	41.7%	18.6%
NEVER HEARD OF	56.2%	64.7%	52.3%	60.3%	50.5%	64.2%	64.8%	74.0%	59.5%	59.9%	52.5%	59.2%	49.2%	60.8%	54.4%	59.4%	49.6%	62.7%	62.2%	43.4%	71.3%
Net Diff.	10.2%	11.5%	15.4%	9.9%	12.2%	5.2%	10.3%	0.1%	5.4%	-2.3%	21.4%	-4.2%	20.2%	0.1%	22.1%	-1.6%	22.6%	-6.4%	17.5%	-14.5%	10.0%
Mean	1.84	1.79	1.99	1.81	1.92	1.29	1.95	1.01	1.72	1.47	2.11	1.46	2.06	1.48	2.14	1.51	2.14	1.18	1.93	1.27	1.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
FAVORABLE	15.6%	5.5%	15.0%	3.5%	3.1%	23.5%	12.5%	23.5%	30.1%	3.4%	21.6%	7.8%	24.9%	5.5%	26.2%	5.7%	13.9%	0.2%	11.1%
UNFAVORABLE	5.4%	10.0%	9.3%	3.6%	12.9%	2.3%	*	-	4.4%	12.3%	3.6%	7.7%	1.4%	10.6%	3.0%	6.7%	-	11.6%	-
NO OPINION	22.8%	26.2%	25.5%	33.8%	23.4%	21.6%	24.0%	33.3%	16.5%	26.9%	23.3%	25.5%	20.4%	25.1%	22.3%	32.4%	19.4%	34.4%	19.8%
NEVER HEARD OF	56.2%	58.2%	50.2%	59.1%	60.6%	52.5%	63.5%	43.2%	48.9%	57.4%	51.4%	59.0%	53.3%	58.8%	48.5%	55.3%	66.8%	53.9%	69.1%
Net Diff.	10.2%	-4.5%	5.7%	-0.0%	-9.8%	21.2%	12.5%	23.5%	25.7%	-8.9%	18.0%	0.1%	23.5%	-5.1%	23.3%	-1.1%	13.9%	-11.4%	11.1%
Mean	1.84	1.50	1.79	1.26	1.49	2.04	1.69	1.83	2.27	1.45	1.96	1.57	2.10	1.53	2.08	1.40	1.83	1.26	1.72



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
FAVORABLE	15.6%	16.7%	10.5%	7.2%	34.1%	-	-	14.7%	8.9%	8.8%	32.7%	-	-	18.5%	12.1%	6.0%	34.8%	-	-		
UNFAVORABLE	5.4%	6.1%	2.5%	3.8%	-	-	-	9.1%	-	-	-	-	-	3.5%	4.8%	6.6%	-	-	-		
NO OPINION	22.8%	22.7%	23.8%	24.0%	12.9%	37.5%	28.0%	25.3%	20.5%	14.6%	-	37.5%	46.3%	20.4%	27.0%	30.9%	19.2%	-	-		
NEVER HEARD OF	56.2%	54.5%	63.1%	65.1%	53.0%	62.5%	72.0%	50.8%	70.6%	76.6%	67.3%	62.5%	53.7%	57.6%	56.1%	56.5%	46.0%	-	100.0%		
Net Diff.	10.2%	10.6%	8.1%	3.4%	34.1%	-	-	5.6%	8.9%	8.8%	32.7%	-	-	14.9%	7.3%	-0.6%	34.8%	-	-		
Mean	1.84	1.87	1.64	1.52	2.45	1.00	1.00	1.78	1.61	1.75	3.00	1.00	1.00	1.95	1.66	1.43	2.29	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
FAVORABLE	15.6%	20.2%	28.6%	20.8%	6.9%	7.9%	25.0%	12.3%	22.9%	7.4%	18.4%	7.9%	20.8%	10.0%	18.2%	7.1%	14.1%	12.1%
UNFAVORABLE	5.4%	4.2%	13.3%	7.1%	3.3%	1.5%	9.4%	4.1%	8.2%	2.3%	6.9%	1.5%	13.0%	4.6%	10.1%	3.6%	9.8%	-
NO OPINION	22.8%	11.1%	16.2%	23.9%	33.3%	22.3%	14.0%	26.0%	19.1%	27.2%	23.1%	22.3%	18.4%	27.5%	22.7%	26.8%	26.0%	19.3%
NEVER HEARD OF	56.2%	64.5%	41.9%	48.2%	56.5%	68.3%	51.5%	57.6%	49.8%	63.1%	51.7%	68.3%	47.8%	57.9%	49.0%	62.5%	50.1%	68.6%
Net Diff.	10.2%	15.9%	15.3%	13.7%	3.6%	6.4%	15.6%	8.3%	14.6%	5.1%	11.5%	6.4%	7.8%	5.4%	8.1%	3.5%	4.3%	12.1%
Mean	1.84	2.25	2.21	1.94	1.39	1.54	2.23	1.68	2.08	1.47	1.90	1.54	2.05	1.58	1.91	1.47	1.76	1.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
FAVORABLE	15.6%	31.2%	14.0%	27.7%	7.7%	22.3%	4.7%	13.6%	17.3%	6.9%	15.7%	24.5%	11.9%	12.5%	20.9%	20.8%	13.7%
UNFAVORABLE	5.4%	4.2%	3.7%	6.3%	1.4%	4.2%	2.6%	7.4%	3.7%	3.2%	7.2%	6.1%	-	5.5%	9.4%	6.8%	4.6%
NO OPINION	22.8%	7.7%	24.9%	15.3%	27.4%	20.4%	24.5%	24.4%	21.4%	25.7%	21.9%	20.6%	15.0%	20.3%	25.3%	23.5%	23.6%
NEVER HEARD OF	56.2%	56.9%	57.4%	50.7%	63.5%	53.1%	68.1%	54.5%	57.6%	64.2%	55.2%	48.8%	73.1%	61.7%	44.5%	48.9%	58.1%
Net Diff.	10.2%	27.0%	10.4%	21.5%	6.3%	18.1%	2.2%	6.2%	13.5%	3.7%	8.6%	18.4%	11.9%	7.0%	11.5%	14.0%	9.2%
Mean	1.84	2.55	1.74	2.25	1.46	2.04	1.38	1.76	1.90	1.48	1.86	2.08	1.88	1.79	1.92	1.95	1.76

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

4. Opinion: CARLA DAY

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	109	75	64	25	27	45	20	18	2	7	23	1	22
FAVORABLE	15.6%	15.9%	17.9%	9.8%	21.4%	16.3%	21.8%	10.9%	6.4%	49.9%	-	16.4%	-	17.4%
UNFAVORABLE	5.4%	6.7%	7.7%	3.4%	4.1%	-	3.0%	-	-	-	-	-	-	-
NO OPINION	22.8%	24.0%	14.8%	24.1%	21.9%	38.1%	19.2%	16.6%	18.5%	-	36.7%	20.4%	100.0%	15.6%
NEVER HEARD OF	56.2%	53.4%	59.7%	62.6%	52.7%	45.6%	56.0%	72.5%	75.1%	50.1%	63.3%	63.2%	-	67.0%
Net Diff.	10.2%	9.2%	10.2%	6.4%	17.3%	16.3%	18.8%	10.9%	6.4%	49.9%	-	16.4%	-	17.4%
Mean	1.84	1.83	2.08	1.62	1.99	1.60	2.06	1.80	1.52	3.00	1.00	1.89	1.00	2.06

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
ECONOMIC ISSUES	38.5%	37.6%	42.0%	37.8%	34.7%	37.5%	42.2%	42.0%	43.1%	57.8%	56.8%	72.6%	20.0%	20.5%	-	22.3%
CRIME/PUBLIC SAFETY	22.5%	20.8%	24.4%	23.6%	22.9%	21.2%	26.9%	30.0%	12.0%	24.4%	24.3%	25.9%	18.5%	18.2%	30.1%	36.6%
EDUCATION ISSUES	12.4%	16.3%	9.7%	5.5%	12.8%	13.1%	9.7%	10.0%	8.5%	7.8%	8.3%	0.2%	14.2%	13.7%	36.5%	35.0%
HEALTHCARE ISSUES	10.3%	10.0%	10.6%	11.1%	9.4%	10.4%	9.9%	9.2%	13.4%	6.7%	7.1%	-	15.5%	15.1%	33.4%	-
CULTURAL/SOCIAL ISSUES	7.3%	6.2%	8.1%	14.3%	-	7.1%	7.9%	4.7%	22.9%	-	-	-	16.1%	16.5%	-	0.6%
ENVIRONMENTAL ISSUES	5.8%	7.5%	3.7%	3.9%	7.1%	6.9%	1.9%	2.3%	-	0.1%	-	1.0%	12.7%	13.0%	-	-
DK/REFUSED	3.2%	1.6%	1.5%	3.9%	13.2%	3.7%	1.5%	1.9%	-	3.3%	3.5%	0.3%	2.9%	3.0%	-	5.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
ECONOMIC ISSUES	38.5%	61.9%	17.6%	43.8%	34.5%	34.8%	56.9%	39.4%	37.4%	52.6%	-	42.1%	43.7%
CRIME/PUBLIC SAFETY	22.5%	19.9%	26.9%	25.0%	21.0%	14.2%	20.8%	25.9%	23.6%	15.3%	100.0%	20.4%	22.5%
EDUCATION ISSUES	12.4%	9.0%	9.9%	8.8%	15.5%	18.6%	15.2%	10.2%	11.2%	16.7%	-	10.0%	8.1%
HEALTHCARE ISSUES	10.3%	2.7%	9.8%	9.4%	12.7%	13.4%	-	8.9%	10.9%	15.4%	-	9.6%	9.5%
CULTURAL/SOCIAL ISSUES	7.3%	-	16.4%	5.6%	8.1%	9.3%	-	6.0%	8.0%	-	-	9.6%	7.8%
ENVIRONMENTAL ISSUES	5.8%	3.0%	16.6%	2.9%	5.7%	7.7%	7.1%	4.8%	5.5%	-	-	8.2%	5.3%
DK/REFUSED	3.2%	3.4%	2.8%	4.6%	2.6%	2.0%	-	4.8%	3.3%	-	-	-	3.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO -MENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	116	31	67	37	17	22	10	145	145	0	143	142	1	12
ECONOMIC ISSUES	38.5%	100.0%	-	-	-	-	-	-	57.6%	57.5%	88.4%	18.6%	18.6%	6.6%	47.3%
CRIME/PUBLIC SAFETY	22.5%	-	100.0%	-	-	-	-	-	25.4%	25.4%	-	19.7%	19.8%	2.4%	20.9%
EDUCATION ISSUES	12.4%	-	-	100.0%	-	-	-	-	7.1%	7.0%	11.6%	17.0%	17.1%	-	21.4%
HEALTHCARE ISSUES	10.3%	100.0%	-	-	-	-	-	-	6.7%	6.7%	-	14.0%	14.1%	-	9.0%
CULTURAL/SOCIAL ISSUES	7.3%	-	-	-	-	100.0%	-	-	-	-	-	15.3%	15.4%	-	0.9%
ENVIRONMENTAL ISSUES	5.8%	-	-	-	100.0%	-	-	-	-	-	-	12.1%	12.2%	-	-
DK/REFUSED	3.2%	-	-	-	-	-	100.0%	3.3%	3.3%	-	3.4%	2.8%	91.0%	0.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

5. 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 HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			UNDE-	BOTH	
							FIRM	ZENGER	BAL-	
							UNDE-		LOTS	
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
ECONOMIC ISSUES	38.5%	60.4%	60.7%	54.2%	19.2%	18.3%	42.8%	20.2%	68.5%	39.4%
CRIME/PUBLIC SAFETY	22.5%	22.9%	22.4%	30.8%	19.0%	19.0%	19.8%	37.7%	17.3%	24.1%
EDUCATION ISSUES	12.4%	7.3%	7.7%	0.3%	14.6%	15.1%	-	28.1%	7.0%	24.6%
HEALTHCARE ISSUES	10.3%	6.9%	6.5%	14.7%	15.0%	14.8%	19.7%	4.0%	3.2%	10.3%
CULTURAL/SOCIAL ISSUES	7.3%	-	-	-	16.3%	16.9%	-	0.8%	-	1.0%
ENVIRONMENTAL ISSUES	5.8%	-	-	-	13.0%	12.9%	17.6%	-	-	-
DK/REFUSED	3.2%	2.5%	2.6%	-	2.8%	2.9%	-	9.2%	4.0%	0.6%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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

	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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
ECONOMIC ISSUES	38.5%	36.2%	51.8%	48.1%	36.6%	49.2%	28.7%	47.4%	18.4%	28.8%	65.1%	63.2%	54.6%	37.8%	54.6%	49.3%	18.1%	45.6%	44.7%	63.2%	-
CRIME/PUBLIC SAFETY	22.5%	20.2%	25.3%	18.5%	25.6%	24.4%	19.1%	23.3%	23.5%	21.2%	22.6%	21.0%	38.4%	21.1%	38.4%	26.6%	20.5%	19.4%	19.3%	24.0%	-
EDUCATION ISSUES	12.4%	12.1%	11.3%	11.2%	13.3%	7.2%	18.8%	10.0%	18.7%	14.2%	7.4%	7.3%	7.0%	12.4%	7.0%	11.2%	20.3%	6.0%	5.2%	-	76.3%
HEALTHCARE ISSUES	10.3%	10.7%	7.2%	11.5%	9.2%	8.1%	13.9%	9.4%	13.4%	13.4%	3.2%	5.2%	-	11.3%	-	7.1%	14.6%	9.8%	11.1%	-	-
CULTURAL/SOCIAL ISSUES	7.3%	9.5%	1.3%	4.1%	4.7%	7.1%	5.4%	5.3%	8.2%	9.7%	0.1%	1.6%	-	7.5%	-	0.9%	8.0%	14.5%	15.7%	1.2%	23.7%
ENVIRONMENTAL ISSUES	5.8%	7.3%	1.7%	3.2%	7.8%	1.7%	10.0%	2.4%	15.9%	8.6%	-	-	-	6.4%	-	0.8%	13.2%	4.6%	3.9%	11.7%	-
DK/REFUSED	3.2%	3.9%	1.4%	3.5%	2.7%	2.3%	4.1%	2.2%	1.9%	4.2%	1.6%	1.8%	-	3.5%	-	4.2%	5.3%	0.1%	0.1%	-	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
ECONOMIC ISSUES	38.5%	60.5%	17.8%	66.4%	36.1%	18.2%	30.1%	52.0%	14.4%	45.7%	22.9%	26.2%	45.0%	-	30.2%	46.3%
CRIME/PUBLIC SAFETY	22.5%	21.0%	16.6%	11.6%	33.2%	23.1%	25.3%	27.0%	20.1%	18.0%	22.3%	18.7%	28.4%	0.8%	17.7%	16.4%
EDUCATION ISSUES	12.4%	6.6%	14.5%	3.4%	16.5%	24.1%	8.0%	9.1%	24.6%	7.0%	30.9%	12.0%	0.2%	99.2%	13.8%	0.4%
HEALTHCARE ISSUES	10.3%	6.9%	20.0%	11.9%	7.4%	11.2%	8.2%	6.3%	8.5%	10.3%	15.0%	28.1%	6.5%	-	21.0%	-
CULTURAL/SOCIAL ISSUES	7.3%	-	11.7%	4.3%	1.9%	5.6%	22.1%	1.0%	8.4%	13.8%	-	7.4%	19.0%	-	8.6%	35.1%
ENVIRONMENTAL ISSUES	5.8%	1.5%	14.2%	2.3%	-	12.5%	6.3%	-	17.9%	5.2%	8.9%	3.8%	1.0%	-	4.4%	1.8%
DK/REFUSED	3.2%	3.5%	5.1%	0.1%	4.9%	5.4%	0.1%	4.6%	6.1%	0.1%	-	3.8%	-	-	4.4%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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/			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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
ECONOMIC ISSUES	38.5%	42.0%	56.8%	14.3%	16.7%	11.8%	38.1%	53.7%	52.2%	55.0%	17.4%	26.1%	50.2%	61.0%	8.9%	27.6%	45.2%	15.1%	37.6%	57.5%
CRIME/PUBLIC SAFETY	22.5%	26.7%	25.8%	20.5%	4.8%	36.2%	21.4%	25.3%	19.7%	29.8%	52.5%	7.6%	12.3%	22.0%	26.3%	29.3%	29.1%	20.9%	22.3%	24.2%
EDUCATION ISSUES	12.4%	15.9%	8.6%	15.7%	16.5%	14.9%	11.5%	12.1%	16.4%	8.5%	30.2%	12.1%	6.3%	7.8%	17.3%	16.1%	17.0%	16.5%	13.1%	10.2%
HEALTHCARE ISSUES	10.3%	9.5%	6.3%	15.2%	22.4%	8.1%	10.8%	6.3%	5.7%	6.7%	-	24.3%	16.9%	6.1%	11.1%	5.5%	6.5%	12.1%	9.1%	5.9%
CULTURAL/SOCIAL ISSUES	7.3%	-	2.4%	19.9%	23.3%	16.6%	5.9%	0.8%	1.9%	-	-	14.2%	3.6%	1.5%	22.5%	8.0%	-	19.9%	5.8%	-
ENVIRONMENTAL ISSUES	5.8%	-	-	13.3%	16.4%	10.3%	6.8%	-	-	-	-	15.7%	5.3%	-	12.2%	8.1%	-	14.2%	6.9%	-
DK/REFUSED	3.2%	6.0%	-	1.1%	-	2.2%	5.4%	1.9%	4.2%	-	-	-	5.5%	1.6%	1.6%	5.4%	2.2%	1.3%	5.2%	2.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
ECONOMIC ISSUES	38.5%	9.0%	42.3%	32.0%	13.4%	36.6%	34.6%	57.4%	19.5%	28.2%	48.3%	34.7%	40.6%	35.3%	48.7%	53.1%	34.8%	19.8%	45.1%	34.5%
CRIME/PUBLIC SAFETY	22.5%	18.0%	13.6%	31.2%	-	18.4%	21.4%	25.3%	19.9%	7.7%	17.0%	23.7%	32.3%	12.1%	30.7%	4.9%	33.4%	18.4%	32.1%	13.3%
EDUCATION ISSUES	12.4%	10.9%	6.9%	22.8%	16.2%	9.3%	33.8%	7.7%	16.5%	45.8%	12.4%	12.4%	10.5%	13.0%	6.5%	7.1%	13.4%	18.2%	10.2%	13.2%
HEALTHCARE ISSUES	10.3%	33.8%	17.2%	8.3%	40.0%	8.6%	-	6.5%	14.4%	-	9.4%	11.0%	8.7%	13.0%	8.8%	16.1%	8.6%	10.3%	6.6%	10.9%
CULTURAL/SOCIAL ISSUES	7.3%	20.4%	6.6%	5.6%	30.4%	9.0%	10.2%	-	14.5%	11.1%	8.2%	7.4%	0.9%	15.3%	0.2%	9.3%	1.4%	20.6%	0.1%	15.0%
ENVIRONMENTAL ISSUES	5.8%	7.9%	6.7%	-	-	9.0%	-	-	11.8%	7.1%	4.6%	6.4%	2.2%	9.8%	1.6%	8.1%	2.6%	11.4%	0.9%	11.5%
DK/REFUSED	3.2%	-	6.7%	-	-	9.0%	-	3.2%	3.4%	-	-	4.4%	4.8%	1.4%	3.4%	1.5%	5.7%	1.3%	4.9%	1.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
ECONOMIC ISSUES	38.5%	22.9%	40.1%	28.5%	31.7%	40.8%	29.0%	51.7%	43.4%	30.6%	20.2%	42.0%	30.6%	34.7%	23.9%	41.6%	24.5%	37.3%	39.1%	52.9%	51.0%	
CRIME/PUBLIC SAFETY	22.5%	30.7%	5.4%	25.7%	0.8%	20.3%	22.7%	13.5%	14.2%	26.8%	27.9%	19.9%	23.0%	22.5%	18.6%	9.4%	19.2%	27.4%	18.2%	21.2%	12.0%	
EDUCATION ISSUES	12.4%	12.0%	12.0%	13.9%	17.8%	10.2%	16.6%	8.0%	12.1%	12.2%	19.2%	11.4%	17.2%	3.7%	14.7%	-	19.6%	7.1%	16.6%	2.0%	12.0%	
HEALTHCARE ISSUES	10.3%	18.1%	24.8%	12.2%	23.6%	14.0%	10.1%	15.4%	13.9%	12.8%	7.8%	12.3%	6.7%	22.9%	24.2%	27.5%	11.9%	9.5%	11.1%	10.6%	12.9%	
CULTURAL/SOCIAL ISSUES	7.3%	4.3%	17.0%	6.7%	25.2%	9.1%	8.2%	4.4%	6.9%	13.7%	8.9%	8.7%	7.9%	11.2%	9.3%	20.5%	12.4%	8.1%	6.9%	4.0%	4.7%	
ENVIRONMENTAL ISSUES	5.8%	7.8%	0.6%	6.5%	0.9%	3.1%	11.0%	4.3%	9.4%	2.1%	11.9%	2.8%	12.7%	5.0%	4.7%	1.0%	6.2%	4.4%	7.0%	3.8%	6.2%	
DK/REFUSED	3.2%	4.2%	-	6.5%	-	2.4%	2.5%	2.9%	-	1.8%	4.0%	2.8%	2.0%	-	4.7%	-	6.2%	6.2%	1.1%	5.6%	1.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
ECONOMIC ISSUES	38.5%	24.8%	28.7%	41.6%	39.9%	16.5%	37.0%	16.5%	40.4%	56.1%	23.8%	64.3%	35.7%	45.6%	16.7%	58.9%	23.8%	40.9%	24.3%	35.9%	31.0%
CRIME/PUBLIC SAFETY	22.5%	32.4%	23.6%	28.3%	16.7%	22.6%	22.1%	26.2%	10.1%	22.3%	23.0%	21.0%	10.4%	24.0%	30.4%	21.0%	24.7%	29.3%	14.3%	24.5%	9.5%
EDUCATION ISSUES	12.4%	11.2%	20.7%	7.5%	16.2%	5.0%	18.8%	8.0%	22.9%	10.4%	14.4%	6.3%	8.9%	15.7%	17.6%	10.0%	14.7%	12.5%	13.6%	28.1%	14.1%
HEALTHCARE ISSUES	10.3%	8.6%	9.5%	4.2%	11.4%	35.7%	10.2%	24.2%	9.8%	5.9%	13.3%	5.4%	21.2%	6.6%	8.7%	3.9%	11.0%	17.3%	22.8%	11.5%	17.3%
CULTURAL/SOCIAL ISSUES	7.3%	11.4%	8.9%	8.7%	5.9%	5.2%	11.5%	8.3%	16.2%	0.8%	13.4%	-	10.3%	1.8%	15.1%	0.9%	13.1%	-	14.6%	-	18.6%
ENVIRONMENTAL ISSUES	5.8%	5.0%	7.7%	3.3%	8.5%	9.7%	0.4%	8.4%	0.6%	1.7%	9.0%	1.6%	10.2%	1.8%	8.3%	2.0%	9.6%	-	6.9%	-	5.0%
DK/REFUSED	3.2%	6.7%	1.0%	6.4%	1.4%	5.3%	-	8.4%	-	2.8%	3.1%	1.5%	3.3%	4.5%	3.1%	3.3%	3.1%	-	3.5%	-	4.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
ECONOMIC ISSUES	38.5%	53.9%	58.1%	53.4%	52.7%	27.2%	41.5%	30.1%	17.8%	59.5%	43.8%	48.0%	15.6%	57.6%	27.0%	33.9%	28.8%	28.2%	34.3%
CRIME/PUBLIC SAFETY	22.5%	24.6%	22.5%	23.9%	25.6%	21.6%	21.0%	11.2%	25.2%	25.4%	9.4%	23.8%	30.2%	23.4%	22.2%	30.9%	16.9%	20.8%	14.7%
EDUCATION ISSUES	12.4%	11.6%	14.9%	8.2%	11.9%	12.1%	12.9%	20.0%	9.1%	5.1%	9.2%	18.5%	14.1%	10.3%	13.6%	18.7%	6.5%	32.2%	5.8%
HEALTHCARE ISSUES	10.3%	5.1%	0.1%	14.4%	3.1%	13.9%	10.8%	4.8%	18.7%	6.6%	18.4%	3.6%	10.8%	4.1%	10.8%	10.8%	26.6%	9.1%	19.2%
CULTURAL/SOCIAL ISSUES	7.3%	0.9%	-	-	1.5%	13.1%	2.3%	17.8%	18.1%	1.7%	7.4%	-	17.2%	-	13.8%	5.6%	10.9%	9.7%	15.6%
ENVIRONMENTAL ISSUES	5.8%	0.9%	-	-	1.6%	8.9%	7.8%	12.5%	8.5%	-	9.0%	1.8%	8.9%	1.0%	9.5%	-	6.8%	-	5.5%
DK/REFUSED	3.2%	2.9%	4.4%	0.1%	3.6%	3.1%	3.8%	3.5%	2.6%	1.7%	2.9%	4.2%	3.2%	3.5%	3.0%	-	3.5%	-	5.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
ECONOMIC ISSUES	38.5%	40.5%	30.1%	31.3%	13.2%	47.7%	32.5%	54.9%	33.8%	32.6%	-	47.7%	53.7%	28.4%	26.6%	30.3%	19.7%	-	-
CRIME/PUBLIC SAFETY	22.5%	22.3%	21.8%	16.2%	37.3%	22.4%	39.4%	14.8%	27.2%	29.8%	40.5%	22.4%	-	28.7%	16.7%	6.0%	35.7%	-	100.0%
EDUCATION ISSUES	12.4%	12.3%	12.9%	17.3%	8.8%	-	-	7.6%	8.1%	8.7%	26.8%	-	-	16.2%	17.4%	23.7%	-	-	-
HEALTHCARE ISSUES	10.3%	8.2%	20.2%	15.3%	40.7%	14.1%	28.0%	10.2%	18.6%	14.3%	32.7%	14.1%	46.3%	6.4%	21.7%	16.0%	44.6%	-	-
CULTURAL/SOCIAL ISSUES	7.3%	7.0%	8.7%	13.2%	-	-	-	3.4%	8.5%	14.6%	-	-	-	10.1%	9.0%	12.2%	-	-	-
ENVIRONMENTAL ISSUES	5.8%	6.2%	4.1%	3.5%	-	15.8%	-	5.4%	3.7%	-	-	15.8%	-	6.8%	4.6%	6.2%	-	-	-
DK/REFUSED	3.2%	3.5%	2.1%	3.2%	-	-	-	3.6%	-	-	-	-	-	3.4%	4.1%	5.6%	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
ECONOMIC ISSUES	38.5%	52.3%	43.0%	42.1%	30.7%	31.9%	46.9%	35.3%	44.5%	31.4%	40.6%	31.9%	68.1%	42.3%	62.5%	34.5%	55.7%	36.2%
CRIME/PUBLIC SAFETY	22.5%	10.2%	8.3%	25.3%	30.6%	26.8%	9.1%	27.3%	17.4%	28.5%	21.1%	26.8%	0.3%	25.6%	9.6%	27.7%	16.3%	19.5%
EDUCATION ISSUES	12.4%	4.1%	13.4%	8.1%	13.3%	19.0%	9.4%	13.4%	8.8%	16.5%	10.1%	19.0%	5.3%	9.0%	5.4%	11.0%	6.0%	13.3%
HEALTHCARE ISSUES	10.3%	4.8%	16.2%	9.0%	8.4%	12.1%	11.4%	9.9%	10.2%	10.5%	9.7%	12.1%	13.0%	11.2%	9.9%	14.4%	9.5%	19.1%
CULTURAL/SOCIAL ISSUES	7.3%	14.0%	7.9%	8.0%	6.9%	3.9%	10.5%	6.2%	9.2%	5.2%	8.6%	3.9%	6.2%	3.4%	3.5%	5.4%	3.8%	6.1%
ENVIRONMENTAL ISSUES	5.8%	14.2%	5.5%	5.1%	4.9%	3.9%	9.2%	4.6%	7.1%	4.4%	6.5%	3.9%	7.0%	4.1%	6.4%	3.3%	5.8%	3.0%
DK/REFUSED	3.2%	0.3%	5.7%	2.5%	5.0%	2.5%	3.4%	3.2%	2.9%	3.6%	3.5%	2.5%	0.1%	4.4%	2.5%	3.6%	3.0%	2.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
ECONOMIC ISSUES	38.5%	15.9%	30.3%	25.7%	29.2%	27.0%	28.7%	51.0%	27.9%	31.6%	40.1%	44.2%	39.7%	40.3%	36.7%	41.5%	37.3%
CRIME/PUBLIC SAFETY	22.5%	22.2%	28.5%	25.4%	29.0%	25.4%	32.1%	17.1%	27.1%	26.3%	23.4%	17.6%	24.2%	15.4%	17.5%	26.7%	24.3%
EDUCATION ISSUES	12.4%	15.5%	16.6%	12.3%	20.3%	13.7%	23.3%	7.7%	16.3%	17.5%	7.6%	11.7%	-	13.2%	19.8%	5.9%	14.0%
HEALTHCARE ISSUES	10.3%	9.0%	9.0%	10.4%	7.7%	9.8%	6.9%	11.8%	9.0%	11.8%	8.9%	10.0%	14.5%	9.6%	10.5%	3.6%	12.3%
CULTURAL/SOCIAL ISSUES	7.3%	16.9%	8.2%	15.1%	5.1%	12.9%	2.3%	4.3%	9.9%	2.9%	8.7%	10.5%	14.1%	8.8%	9.1%	14.3%	3.0%
ENVIRONMENTAL ISSUES	5.8%	12.4%	5.0%	7.8%	5.1%	7.1%	4.6%	5.1%	6.4%	7.1%	9.1%	1.3%	7.4%	7.4%	2.9%	5.9%	5.8%
DK/REFUSED	3.2%	8.2%	2.3%	3.3%	3.6%	4.0%	2.2%	3.0%	3.5%	2.8%	2.3%	4.7%	-	5.3%	3.5%	2.1%	3.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

5. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
ECONOMIC ISSUES	38.5%	42.4%	36.6%	42.0%	14.2%	42.3%	47.5%	75.7%	78.7%	50.1%	41.6%	17.4%	100.0%	12.4%	
CRIME/PUBLIC SAFETY	22.5%	21.3%	19.7%	26.2%	25.0%	24.1%	23.4%	5.2%	-	49.9%	13.3%	25.7%	-	27.3%	
EDUCATION ISSUES	12.4%	12.1%	10.4%	6.2%	34.9%	12.9%	9.6%	7.2%	8.0%	-	-	-	-	-	
HEALTHCARE ISSUES	10.3%	12.2%	7.8%	6.2%	18.1%	11.7%	9.5%	6.3%	7.1%	-	15.2%	11.6%	-	12.3%	
CULTURAL/SOCIAL ISSUES	7.3%	5.0%	11.8%	8.1%	-	9.1%	9.9%	5.4%	6.1%	-	29.9%	26.3%	-	27.9%	
ENVIRONMENTAL ISSUES	5.8%	4.0%	9.1%	8.0%	4.0%	-	-	-	-	-	-	18.8%	-	20.0%	
DK/REFUSED	3.2%	3.1%	4.5%	3.2%	3.8%	-	0.1%	0.1%	0.2%	-	-	0.1%	-	0.1%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
TED BUDD: REPUBLICAN	48.3%	47.9%	54.5%	41.7%	44.0%	48.9%	46.3%	41.8%	67.2%	97.7%	98.4%	88.0%	-	-	-	12.7%
Vote	48.3%	47.9%	54.3%	41.7%	44.0%	48.9%	46.2%	41.7%	67.2%	97.7%	98.4%	86.7%	-	-	-	12.3%
Lean	0.1%	*	0.2%	-	-	0.1%	0.1%	0.1%	-	0.1%	-	1.3%	-	-	-	0.4%
CHERI BEASLEY: DEMOCRAT	47.7%	46.9%	40.0%	58.2%	55.6%	49.0%	43.5%	46.0%	32.1%	1.5%	0.8%	11.8%	98.1%	98.8%	66.6%	43.2%
Vote	47.4%	46.9%	40.0%	58.2%	52.7%	48.5%	43.5%	46.0%	32.1%	1.5%	0.8%	11.1%	98.1%	98.8%	66.6%	38.0%
Lean	0.3%	*	0.1%	-	2.9%	0.4%	-	-	-	*	-	0.7%	*	*	-	5.2%
FIRM UNDECIDED	3.9%	5.2%	5.5%	0.1%	0.4%	2.1%	10.2%	12.2%	0.7%	0.7%	0.8%	0.2%	1.9%	1.2%	33.4%	44.1%
Net Diff.	0.6%	1.0%	14.4%	-16.5%	-11.5%	-0.1%	2.8%	-4.1%	35.2%	96.2%	97.6%	76.1%	-98.1%	-98.8%	-66.6%	-30.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
TED BUDD: REPUBLICAN	48.3%	83.4%	3.2%	57.8%	44.4%	9.9%	92.9%	58.1%	50.7%	36.9%	100.0%	34.8%	48.4%
Vote	48.3%	83.4%	3.2%	57.8%	44.3%	9.9%	92.9%	58.1%	50.6%	36.9%	100.0%	34.8%	48.4%
Lean	0.1%	-	-	0.1%	0.1%	-	-	0.1%	0.1%	-	-	-	0.1%
CHERI BEASLEY: DEMOCRAT	47.7%	16.6%	96.8%	37.3%	50.3%	90.1%	7.1%	41.8%	42.4%	63.1%	-	65.2%	51.5%
Vote	47.4%	16.4%	96.8%	37.3%	49.7%	89.9%	7.1%	41.8%	41.8%	62.1%	-	65.0%	51.5%
Lean	0.3%	0.2%	-	-	0.6%	0.1%	-	0.1%	0.6%	1.0%	-	0.2%	0.1%
FIRM UNDECIDED	3.9%	-	-	4.8%	5.3%	-	-	0.1%	7.0%	-	-	-	0.1%
Net Diff.	0.6%	66.9%	-93.5%	20.5%	-5.9%	-80.1%	85.9%	16.3%	8.3%	-26.2%	100.0%	-30.3%	-3.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
TED BUDD: REPUBLICAN	48.3%	72.2%	31.6%	54.6%	27.6%	-	-	49.1%	100.0%	100.0%	100.0%	-	-	-	-
Vote	48.3%	72.0%	31.6%	54.6%	27.5%	-	-	49.1%	99.9%	100.0%	-	-	-	-	-
Lean	0.1%	0.1%	-	-	0.1%	-	-	-	0.1%	-	100.0%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	23.0%	65.0%	41.8%	65.6%	100.0%	99.5%	50.3%	-	-	-	100.0%	100.0%	100.0%	-
Vote	47.4%	22.9%	65.0%	41.7%	65.6%	100.0%	99.5%	40.6%	-	-	-	99.3%	100.0%	-	-
Lean	0.3%	0.1%	-	*	-	-	-	9.7%	-	-	-	0.7%	-	100.0%	-
FIRM UNDECIDED	3.9%	4.8%	3.4%	3.6%	6.8%	-	0.5%	0.6%	-	-	-	-	-	-	100.0%
Net Diff.	0.6%	49.2%	-33.5%	12.8%	-38.0%	-100%	-99.5%	-1.2%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			UNDE-	BOTH	
							FIRM	ZENGER	BAL-	
							UNDE-		LOTS	
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
TED BUDD: REPUBLICAN	48.3%	98.2%	98.1%	100.0%	0.9%	0.9%	-	23.3%	97.0%	-
Vote	48.3%	98.2%	98.1%	99.7%	0.9%	0.9%	-	22.7%	97.0%	-
Lean	0.1%	*	-	0.3%	-	-	-	0.6%	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	0.7%	0.8%	-	99.1%	99.1%	100.0%	38.1%	3.0%	-
Vote	47.4%	0.7%	0.7%	-	98.4%	98.4%	100.0%	38.1%	2.8%	-
Lean	0.3%	0.1%	0.1%	-	0.7%	0.7%	-	-	0.2%	-
FIRM UNDECIDED	3.9%	1.1%	1.2%	-	-	-	-	38.6%	-	100.0%
Net Diff.	0.6%	97.4%	97.3%	100.0%	-98.2%	-98.2%	-100%	-14.7%	93.9%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
TED BUDD: REPUBLICAN	48.3%	39.1%	81.8%	51.7%	54.0%	65.3%	31.2%	62.6%	14.1%	27.5%	98.4%	94.2%	93.1%	45.1%	93.1%	90.4%	4.5%	40.2%	41.9%	32.8%	-
Vote	48.3%	39.0%	81.8%	51.7%	53.8%	65.2%	31.2%	62.5%	14.1%	27.5%	98.3%	94.0%	93.1%	45.0%	93.1%	90.3%	4.5%	40.1%	41.8%	32.8%	-
Lean	0.1%	0.1%	-	-	0.2%	0.1%	-	0.1%	-	-	0.1%	0.2%	-	*	-	0.1%	-	0.1%	0.1%	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	58.1%	13.8%	45.7%	43.0%	31.9%	65.6%	35.4%	83.7%	68.9%	-	1.4%	-	51.1%	-	6.7%	94.0%	52.3%	53.3%	48.1%	23.7%
Vote	47.4%	57.6%	13.7%	44.9%	42.9%	31.8%	64.9%	35.4%	83.7%	68.3%	-	1.4%	-	50.7%	-	6.6%	92.9%	52.3%	53.3%	48.1%	23.7%
Lean	0.3%	0.4%	0.1%	0.8%	0.1%	0.1%	0.7%	*	-	0.5%	-	-	-	0.4%	-	0.1%	1.1%	-	-	-	-
FIRM UNDECIDED	3.9%	2.8%	4.3%	2.5%	3.1%	2.8%	3.2%	2.0%	2.2%	3.7%	1.6%	4.3%	6.9%	3.9%	6.9%	2.9%	1.5%	7.5%	4.8%	19.1%	76.3%
Net Diff.	0.6%	-19.0%	68.0%	6.0%	11.0%	33.4%	-34.5%	27.2%	-69.5%	-41.4%	98.4%	92.8%	93.1%	-6.0%	93.1%	83.7%	-89.5%	-12.0%	-11.4%	-15.3%	-23.7%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
TED BUDD: REPUBLICAN	48.3%	97.0%	-	55.3%	82.6%	7.5%	28.9%	91.1%	6.7%	36.4%	83.7%	-	64.5%	100.0%	-	46.7%
Vote	48.3%	97.0%	-	55.3%	82.5%	7.5%	28.8%	91.0%	6.7%	36.2%	83.7%	-	64.5%	100.0%	-	46.7%
Lean	0.1%	-	-	-	0.2%	-	0.2%	0.1%	-	0.1%	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	2.9%	100.0%	37.2%	11.1%	90.1%	63.5%	5.7%	91.0%	55.0%	16.3%	100.0%	35.3%	-	100.0%	53.3%
Vote	47.4%	2.8%	97.4%	37.2%	11.1%	90.0%	63.5%	5.6%	89.5%	55.0%	16.3%	99.9%	35.3%	-	99.9%	53.3%
Lean	0.3%	0.1%	2.6%	-	-	0.1%	-	0.1%	1.5%	-	-	0.1%	-	-	0.1%	-
FIRM UNDECIDED	3.9%	0.1%	-	7.5%	6.3%	2.5%	7.6%	3.2%	2.3%	8.7%	-	-	0.2%	-	-	-
Net Diff.	0.6%	94.1%	-100%	18.1%	71.6%	-82.6%	-34.6%	85.4%	-84.3%	-18.6%	67.3%	-100%	29.2%	100.0%	-100%	-6.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
TED BUDD: REPUBLICAN	48.3%	94.2%	86.6%	6.7%	3.3%	10.0%	30.1%	84.2%	71.1%	94.9%	52.1%	5.3%	42.9%	87.8%	7.3%	18.9%	80.1%	6.2%	35.2%	88.1%
Vote	48.3%	94.2%	86.5%	6.7%	3.3%	10.0%	30.0%	84.2%	71.0%	94.8%	52.1%	5.3%	42.9%	87.8%	7.3%	18.6%	80.0%	6.2%	35.0%	88.0%
Lean	0.1%	-	0.2%	-	-	-	0.1%	0.1%	0.1%	0.1%	0.1%	-	-	-	-	0.2%	0.2%	-	0.2%	0.1%
CHERI BEASLEY: DEMOCRAT	47.7%	2.0%	10.7%	91.6%	96.7%	86.6%	64.6%	10.9%	22.5%	1.5%	47.9%	94.6%	52.9%	10.1%	90.3%	74.8%	11.7%	91.9%	57.8%	6.2%
Vote	47.4%	2.0%	10.6%	91.6%	96.7%	86.6%	63.2%	10.9%	22.5%	1.5%	47.9%	94.6%	49.9%	10.1%	90.3%	74.7%	11.7%	91.9%	56.0%	6.2%
Lean	0.3%	-	0.2%	-	-	-	1.4%	-	-	-	-	-	3.0%	-	-	0.1%	-	-	1.8%	-
FIRM UNDECIDED	3.9%	3.8%	2.6%	1.7%	-	3.4%	5.3%	4.9%	6.4%	3.7%	-	0.1%	4.1%	2.1%	2.4%	6.3%	8.1%	2.0%	7.0%	5.7%
Net Diff.	0.6%	92.2%	75.9%	-85.0%	-93.4%	-76.7%	-34.5%	73.4%	48.6%	93.4%	4.2%	-89.3%	-10.0%	77.6%	-83.1%	-55.9%	68.4%	-85.7%	-22.6%	82.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
TED BUDD: REPUBLICAN	48.3%	9.6%	15.2%	61.8%	-	-	38.7%	93.5%	2.7%	13.3%	43.2%	48.2%	64.2%	29.1%	71.9%	46.1%	58.7%	14.1%	71.5%	30.9%
Vote	48.3%	9.6%	15.2%	61.8%	-	-	38.7%	93.5%	2.7%	7.8%	43.1%	48.1%	64.1%	29.1%	71.9%	46.1%	58.5%	14.1%	71.4%	30.9%
Lean	0.1%	-	-	-	-	-	-	-	-	5.5%	0.1%	*	0.1%	-	-	-	0.2%	-	0.2%	-
CHERI BEASLEY: DEMOCRAT	47.7%	90.4%	84.8%	38.0%	100.0%	100.0%	61.3%	1.5%	95.8%	27.4%	53.1%	47.6%	30.5%	68.8%	25.9%	53.4%	33.8%	82.4%	21.9%	66.6%
Vote	47.4%	90.4%	84.6%	38.0%	100.0%	99.8%	61.3%	1.5%	95.1%	25.1%	53.1%	47.1%	29.8%	68.8%	24.2%	53.4%	33.8%	82.4%	21.0%	66.6%
Lean	0.3%	-	0.1%	-	-	0.2%	-	-	0.6%	2.3%	-	0.5%	0.7%	-	1.7%	-	-	-	0.9%	-
FIRM UNDECIDED	3.9%	-	-	0.2%	-	-	-	5.1%	1.5%	59.3%	3.6%	4.2%	5.3%	2.1%	2.2%	0.5%	7.5%	3.5%	6.5%	2.5%
Net Diff.	0.6%	-80.8%	-69.6%	23.8%	-100%	-100%	-22.6%	92.0%	-93.1%	-14.1%	-9.9%	0.6%	33.8%	-39.7%	45.9%	-7.3%	24.9%	-68.2%	49.6%	-35.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
TED BUDD: REPUBLICAN	48.3%	35.3%	18.7%	16.8%	-	49.2%	30.4%	58.4%	40.7%	40.4%	24.1%	51.6%	35.3%	36.7%	12.0%	13.5%	-	59.4%	38.8%	66.5%	53.2%	
Vote	48.3%	35.3%	18.7%	16.8%	-	49.1%	30.3%	58.4%	40.7%	40.4%	24.0%	51.6%	35.2%	36.7%	12.0%	13.5%	-	59.4%	38.7%	66.5%	53.2%	
Lean	0.1%	-	-	-	-	%	0.1%	-	-	%	0.1%	%	0.1%	-	-	-	-	%	0.1%	-	-	
CHERI BEASLEY: DEMOCRAT	47.7%	64.7%	81.3%	83.2%	100.0%	46.0%	65.4%	39.2%	56.7%	52.5%	70.7%	42.7%	59.4%	63.3%	87.9%	86.5%	100.0%	38.5%	55.9%	33.4%	43.1%	
Vote	47.4%	64.7%	81.3%	83.2%	100.0%	45.3%	65.4%	37.6%	56.7%	52.5%	70.6%	41.8%	59.4%	63.3%	87.8%	86.5%	99.9%	38.4%	55.3%	33.3%	41.9%	
Lean	0.3%	-	-	-	-	0.8%	%	1.6%	-	-	%	0.9%	-	-	0.1%	-	0.1%	0.1%	0.6%	0.1%	1.2%	
FIRM UNDECIDED	3.9%	-	-	-	-	4.8%	4.2%	2.5%	2.6%	7.1%	5.2%	5.7%	5.3%	-	0.1%	-	-	2.1%	5.3%	0.1%	3.7%	
Net Diff.	0.6%	-29.3%	-62.5%	-66.3%	-100%	3.1%	-35.0%	19.2%	-15.9%	-12.1%	-46.6%	8.9%	-24.1%	-26.7%	-75.8%	-73.0%	-100%	20.9%	-17.1%	33.1%	10.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
TED BUDD: REPUBLICAN	48.3%	53.6%	26.0%	67.4%	39.1%	19.9%	38.7%	0.1%	26.4%	82.9%	18.0%	89.3%	20.2%	74.8%	16.7%	83.5%	21.8%	79.7%	3.6%	64.2%	-
Vote	48.3%	53.6%	25.8%	67.3%	38.9%	19.9%	38.7%	0.1%	26.4%	82.8%	18.0%	89.3%	20.2%	74.5%	16.7%	83.4%	21.8%	79.7%	3.6%	64.2%	-
Lean	0.1%	%	0.2%	%	0.1%	-	-	-	-	0.1%	-	-	-	0.3%	-	0.2%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	42.6%	67.2%	30.1%	54.4%	80.0%	61.3%	99.9%	73.6%	10.4%	80.1%	8.8%	77.0%	12.5%	81.9%	8.7%	75.7%	20.2%	96.4%	35.8%	100.0%
Vote	47.4%	42.5%	67.2%	30.0%	53.7%	79.9%	61.3%	99.7%	73.6%	10.3%	79.5%	8.7%	75.3%	12.4%	81.9%	8.6%	75.0%	20.0%	96.4%	35.5%	100.0%
Lean	0.3%	%	-	0.1%	0.7%	0.1%	-	0.2%	-	0.1%	0.6%	0.1%	1.6%	%	-	0.1%	0.8%	0.1%	-	0.3%	-
FIRM UNDECIDED	3.9%	3.8%	6.8%	2.5%	6.6%	0.1%	-	-	-	6.6%	1.9%	1.9%	2.8%	12.7%	1.4%	7.8%	2.4%	0.2%	-	-	-
Net Diff.	0.6%	11.0%	-41.2%	37.3%	-15.3%	-60.1%	-22.7%	-99.7%	-47.3%	72.5%	-62.0%	80.5%	-56.7%	62.3%	-65.2%	74.9%	-53.9%	59.5%	-92.8%	28.4%	-100%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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 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
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
TED BUDD: REPUBLICAN	48.3%	80.7%	80.0%	84.7%	79.3%	23.2%	42.2%	4.0%	17.9%	88.7%	31.4%	72.4%	17.4%	83.5%	25.9%	65.5%	13.4%	50.5%	-
Vote	48.3%	80.6%	79.9%	84.2%	79.3%	23.2%	42.2%	4.0%	17.9%	88.7%	31.4%	72.1%	17.4%	83.3%	25.9%	65.5%	13.4%	50.5%	-
Lean	0.1%	0.1%	0.1%	0.6%	-	-	-	-	-	-	-	0.3%	-	0.2%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	14.3%	9.3%	6.8%	19.1%	74.9%	52.4%	95.5%	81.8%	11.3%	66.1%	17.4%	81.1%	10.6%	71.7%	34.3%	86.6%	49.5%	100.0%
Vote	47.4%	14.3%	9.3%	6.7%	19.1%	74.3%	50.5%	95.5%	81.7%	11.3%	64.6%	17.3%	81.1%	10.6%	70.9%	34.2%	86.6%	49.3%	100.0%
Lean	0.3%	*	-	0.1%	-	0.6%	1.9%	-	0.1%	-	1.5%	*	-	-	0.8%	0.1%	-	0.2%	-
FIRM UNDECIDED	3.9%	5.0%	10.7%	8.4%	1.6%	1.9%	5.4%	0.5%	0.3%	-	2.5%	10.2%	1.5%	5.9%	2.4%	0.2%	-	-	-
Net Diff.	0.6%	66.4%	70.7%	77.9%	60.2%	-51.7%	-10.2%	-91.5%	-63.9%	77.3%	-34.7%	55.0%	-63.6%	72.9%	-45.8%	31.2%	-73.2%	0.9%	-100%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
TED BUDD: REPUBLICAN	48.3%	51.9%	32.5%	16.5%	56.7%	70.1%	72.0%	65.8%	31.3%	11.2%	40.5%	70.1%	53.7%	40.3%	33.7%	20.4%	64.7%	-	100.0%		
Vote	48.3%	51.9%	32.5%	16.5%	56.7%	70.1%	72.0%	65.8%	31.3%	11.2%	40.5%	70.1%	53.7%	40.2%	33.7%	20.4%	64.7%	-	100.0%		
Lean	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	-	-		
CHERI BEASLEY: DEMOCRAT	47.7%	43.3%	67.4%	83.5%	42.9%	29.9%	28.0%	31.5%	68.7%	88.8%	59.5%	29.9%	46.3%	53.2%	66.2%	79.6%	34.8%	-	-		
Vote	47.4%	42.9%	67.4%	83.5%	42.9%	29.9%	28.0%	30.6%	68.7%	88.8%	59.5%	29.9%	46.3%	53.2%	66.1%	79.5%	34.8%	-	-		
Lean	0.3%	0.4%	*	0.1%	-	-	-	0.9%	-	-	-	-	-	-	0.1%	0.1%	-	-	-		
FIRM UNDECIDED	3.9%	4.8%	0.1%	-	0.3%	-	-	2.7%	-	-	-	-	-	6.5%	0.1%	-	0.5%	-	-		
Net Diff.	0.6%	8.6%	-34.9%	-67.1%	13.8%	40.1%	44.0%	34.2%	-37.5%	-77.6%	-19.0%	40.1%	7.5%	-12.9%	-32.5%	-59.2%	29.9%	-	100.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
TED BUDD: REPUBLICAN	48.3%	50.4%	42.3%	49.0%	54.2%	44.9%	45.7%	49.0%	47.4%	49.0%	49.3%	44.9%	55.3%	61.4%	58.4%	60.7%	60.5%	55.5%
Vote	48.3%	50.4%	42.3%	48.8%	54.2%	44.9%	45.7%	48.9%	47.3%	49.0%	49.2%	44.9%	55.3%	61.4%	58.4%	60.7%	60.5%	55.5%
Lean	0.1%	-	0.2%	0.2%	-	-	0.1%	0.1%	-	0.1%	-	-	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	48.9%	54.6%	46.1%	44.0%	48.6%	52.2%	46.4%	49.1%	46.6%	47.6%	48.6%	41.4%	37.0%	39.6%	36.9%	37.9%	40.3%
Vote	47.4%	48.9%	54.6%	46.1%	44.0%	47.3%	52.2%	45.9%	49.1%	45.8%	47.6%	47.3%	41.4%	35.9%	39.6%	35.1%	37.9%	37.3%
Lean	0.3%	-	-	-	-	1.3%	-	0.5%	-	0.7%	-	1.3%	-	1.1%	-	1.8%	-	3.1%
FIRM UNDECIDED	3.9%	0.6%	3.1%	4.9%	1.8%	6.5%	2.0%	4.6%	3.5%	4.4%	3.0%	6.5%	3.3%	1.6%	2.0%	2.4%	1.6%	4.2%
Net Diff.	0.6%	1.5%	-12.3%	3.0%	10.2%	-3.8%	-6.5%	2.6%	-1.7%	2.4%	1.7%	-3.8%	13.9%	24.4%	18.8%	23.7%	22.6%	15.2%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
TED BUDD: REPUBLICAN	48.3%	31.7%	40.2%	36.0%	41.0%	39.2%	37.1%	59.3%	38.9%	48.8%	49.1%	47.1%	66.5%	50.6%	32.9%	41.9%	51.8%
Vote	48.3%	31.6%	40.1%	35.7%	41.0%	39.0%	37.1%	59.3%	38.8%	48.8%	49.0%	47.0%	66.5%	50.4%	32.9%	41.9%	51.8%
Lean	0.1%	0.1%	0.1%	0.2%	-	0.2%	-	-	0.1%	-	0.1%	0.1%	-	0.2%	0.1%	-	0.1%
CHERI BEASLEY: DEMOCRAT	47.7%	68.1%	53.0%	59.0%	53.2%	56.5%	54.7%	38.5%	55.6%	45.0%	49.4%	49.0%	33.4%	45.5%	57.1%	56.1%	44.7%
Vote	47.4%	68.1%	53.0%	59.0%	53.2%	56.5%	54.7%	37.7%	55.6%	44.0%	49.4%	49.0%	33.4%	45.5%	57.1%	56.0%	44.0%
Lean	0.3%	-	0.1%	-	0.1%	-	0.1%	0.7%	0.1%	1.0%	0.1%	-	-	-	-	0.1%	0.7%
FIRM UNDECIDED	3.9%	0.2%	6.7%	5.1%	5.8%	4.4%	8.2%	2.2%	5.4%	6.3%	1.4%	3.9%	0.2%	3.9%	9.9%	2.0%	3.5%
Net Diff.	0.6%	-36.4%	-12.8%	-23.0%	-12.2%	-17.3%	-17.7%	20.9%	-16.7%	3.8%	-0.3%	-1.9%	33.1%	5.2%	-24.2%	-14.2%	7.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

6. 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	109	75	64	25	27	45	20	18	2	7	23	1	22
TED BUDD: REPUBLICAN	48.3%	56.5%	41.9%	49.4%	22.0%	54.8%	49.2%	57.1%	63.8%	-	21.5%	13.9%	-	14.8%
Vote	48.3%	56.4%	41.8%	49.4%	22.0%	54.8%	49.0%	57.1%	63.8%	-	21.5%	13.9%	-	14.8%
Lean	0.1%	0.1%	0.1%	-	-	-	0.2%	-	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	47.7%	40.7%	51.9%	44.3%	78.0%	45.2%	47.1%	27.9%	19.6%	100.0%	43.2%	86.0%	100.0%	85.1%
Vote	47.4%	40.7%	51.9%	42.9%	77.7%	45.2%	47.1%	27.9%	19.6%	100.0%	43.2%	86.0%	100.0%	85.1%
Lean	0.3%	-	-	1.5%	0.4%	-	-	-	-	-	-	-	-	-
FIRM UNDECIDED	3.9%	2.8%	6.2%	6.3%	-	-	3.7%	14.9%	16.7%	-	35.3%	0.1%	-	0.1%
Net Diff.	0.6%	15.8%	-10.1%	5.1%	-56.1%	9.7%	2.2%	29.2%	44.2%	-100%	-21.8%	-72.0%	-100%	-70.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
JEFF ZENGER: REPUBLICAN	46.7%	47.3%	52.2%	39.5%	40.9%	46.7%	46.8%	44.5%	57.4%	93.4%	93.2%	97.8%	1.2%	1.2%	-	12.2%
Vote	44.2%	43.6%	50.3%	39.5%	37.7%	44.5%	43.1%	42.5%	46.3%	88.2%	89.4%	70.5%	1.2%	1.2%	-	12.2%
Lean	2.6%	3.7%	1.9%	-	3.2%	2.3%	3.6%	2.0%	11.2%	5.3%	3.8%	27.3%	-	-	-	-
CARLA DAY: DEMOCRAT	44.4%	44.6%	37.8%	50.2%	52.2%	46.0%	39.1%	40.6%	32.1%	1.6%	1.7%	1.0%	94.3%	95.0%	66.6%	16.1%
Vote	42.8%	44.0%	34.0%	50.2%	49.3%	44.2%	37.9%	39.1%	32.1%	1.6%	1.7%	1.0%	91.3%	91.9%	66.6%	10.7%
Lean	1.7%	0.6%	3.8%	-	3.0%	1.8%	1.2%	1.5%	-	-	-	-	2.9%	3.0%	-	5.4%
FIRM UNDECIDED	8.8%	8.0%	10.0%	10.3%	6.9%	7.3%	14.1%	14.9%	10.5%	4.9%	5.2%	1.2%	4.6%	3.9%	33.4%	71.7%
Net Diff.	2.3%	2.7%	14.5%	-10.7%	-11.4%	0.7%	7.6%	3.8%	25.4%	91.8%	91.5%	96.8%	-93.1%	-93.8%	-66.6%	-3.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
JEFF ZENGER: REPUBLICAN	46.7%	86.0%	-	54.3%	43.1%	12.1%	86.5%	52.6%	50.1%	51.6%	-	34.7%	45.9%
Vote	44.2%	86.0%	-	51.0%	39.7%	12.1%	86.5%	49.3%	46.9%	51.6%	-	34.7%	44.8%
Lean	2.6%	-	-	3.3%	3.4%	-	-	3.3%	3.2%	-	-	-	1.1%
CARLA DAY: DEMOCRAT	44.4%	11.6%	90.1%	34.7%	47.8%	87.9%	7.1%	35.6%	39.6%	48.4%	-	62.9%	47.8%
Vote	42.8%	11.6%	87.3%	31.7%	46.6%	87.9%	7.1%	32.3%	38.0%	48.4%	-	62.9%	45.7%
Lean	1.7%	-	2.7%	3.0%	1.2%	-	-	3.3%	1.6%	-	-	-	2.1%
FIRM UNDECIDED	8.8%	2.4%	9.9%	11.0%	9.1%	-	6.4%	11.8%	10.3%	-	100.0%	2.4%	6.3%
Net Diff.	2.3%	74.5%	-90.1%	19.5%	-4.7%	-75.8%	79.5%	17.0%	10.5%	3.3%	-	-28.1%	-1.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
JEFF ZENGER: REPUBLICAN	46.7%	73.2%	31.6%	47.6%	27.5%	-	-	36.1%	94.9%	95.0%	11.6%	0.7%	0.7%	9.0%	13.1%
Vote	44.2%	69.6%	27.9%	44.1%	27.5%	-	-	36.1%	89.6%	89.7%	-	0.7%	0.7%	9.0%	13.1%
Lean	2.6%	3.6%	3.7%	3.5%	0.1%	-	-	-	5.3%	5.3%	11.6%	-	-	-	-
CARLA DAY: DEMOCRAT	44.4%	22.1%	65.0%	37.6%	52.4%	100.0%	99.0%	38.8%	0.8%	0.8%	-	92.2%	92.3%	91.0%	-
Vote	42.8%	20.3%	61.8%	36.1%	52.4%	94.9%	99.0%	38.8%	0.8%	0.8%	-	88.8%	88.8%	91.0%	-
Lean	1.7%	1.8%	3.2%	1.5%	-	5.1%	-	-	-	-	-	3.5%	3.5%	-	-
FIRM UNDECIDED	8.8%	4.6%	3.4%	14.8%	20.1%	-	1.0%	25.1%	4.3%	4.2%	88.4%	7.0%	7.1%	-	86.9%
Net Diff.	2.3%	51.1%	-33.5%	10.0%	-24.9%	-100%	-99.0%	-2.7%	94.1%	94.2%	11.6%	-91.5%	-91.6%	-82.0%	13.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			UNDE-	BOTH	
							FIRM	ZENGER	BAL-	
							UNDE-		LOTS	
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
JEFF ZENGER: REPUBLICAN	46.7%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	-
Vote	44.2%	94.5%	100.0%	-	-	-	-	-	100.0%	-
Lean	2.6%	5.5%	-	100.0%	-	-	-	-	-	-
CARLA DAY: DEMOCRAT	44.4%	-	-	-	100.0%	100.0%	100.0%	-	-	-
Vote	42.8%	-	-	-	96.3%	100.0%	-	-	-	-
Lean	1.7%	-	-	-	3.7%	-	100.0%	-	-	-
FIRM UNDECIDED	8.8%	-	-	-	-	-	-	100.0%	-	100.0%
Net Diff.	2.3%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-	100.0%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	SUPPRT	OPPOSE								
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
JEFF ZENGER: REPUBLICAN	46.7%	37.2%	80.9%	51.6%	49.8%	65.1%	28.7%	60.2%	12.0%	26.8%	92.4%	91.0%	86.6%	43.7%	86.6%	86.2%	4.5%	40.2%	41.9%	32.8%	-	
Vote	44.2%	34.2%	79.3%	49.0%	46.8%	60.7%	27.8%	57.2%	9.3%	24.9%	87.7%	89.1%	78.0%	41.9%	78.0%	82.0%	4.5%	37.1%	38.4%	32.8%	-	
Lean	2.6%	3.0%	1.6%	2.6%	3.0%	4.4%	0.9%	3.0%	2.7%	1.9%	4.7%	1.9%	8.6%	1.9%	8.6%	4.2%	-	3.1%	3.5%	-	-	
CARLA DAY: DEMOCRAT	44.4%	54.4%	12.6%	43.9%	38.1%	29.4%	62.6%	34.1%	75.4%	63.3%	1.4%	3.1%	-	47.4%	-	4.5%	87.1%	51.1%	52.0%	48.1%	23.7%	
Vote	42.8%	52.2%	12.6%	42.8%	36.6%	29.4%	59.7%	33.3%	69.0%	60.9%	1.4%	3.1%	-	45.6%	-	3.7%	84.0%	49.7%	50.4%	48.1%	23.7%	
Lean	1.7%	2.3%	-	1.1%	1.6%	-	2.9%	0.9%	6.4%	2.5%	-	-	-	1.8%	-	0.7%	3.1%	1.4%	1.6%	-	-	
FIRM UNDECIDED	8.8%	8.4%	6.4%	4.4%	12.1%	5.5%	8.7%	5.7%	12.6%	9.8%	6.2%	6.0%	13.4%	8.8%	13.4%	9.4%	8.3%	8.7%	6.1%	19.1%	76.3%	
Net Diff.	2.3%	-17.2%	68.3%	7.7%	11.7%	35.8%	-33.9%	26.1%	-63.4%	-36.5%	91.0%	87.9%	86.6%	-3.7%	86.6%	81.7%	-82.6%	-10.9%	-10.1%	-15.3%	-23.7%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

7. 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		
		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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
JEFF ZENGER: REPUBLICAN	46.7%	95.4%	-	55.3%	75.3%	7.5%	29.0%	86.4%	6.7%	36.4%	83.5%	0.1%	64.5%	100.0%	0.1%	46.7%
Vote	44.2%	89.5%	-	48.0%	73.1%	7.5%	29.0%	81.8%	6.7%	34.4%	83.5%	0.1%	54.2%	100.0%	0.1%	46.7%
Lean	2.6%	5.9%	-	7.3%	2.2%	-	-	4.6%	-	2.0%	-	-	10.3%	-	-	-
CARLA DAY: DEMOCRAT	44.4%	1.5%	91.9%	37.2%	7.9%	84.0%	61.5%	4.0%	84.4%	53.6%	8.9%	92.5%	35.3%	-	91.3%	53.3%
Vote	42.8%	1.5%	89.5%	34.0%	6.3%	80.5%	61.5%	3.2%	81.4%	52.0%	8.9%	92.5%	35.3%	-	91.3%	53.3%
Lean	1.7%	-	2.4%	3.3%	1.6%	3.5%	-	0.8%	3.0%	1.6%	-	-	-	-	-	-
FIRM UNDECIDED	8.8%	3.0%	8.1%	7.5%	16.8%	8.5%	9.6%	9.6%	8.9%	10.0%	7.6%	7.5%	0.2%	-	8.6%	-
Net Diff.	2.3%	93.9%	-91.9%	18.1%	67.5%	-76.5%	-32.5%	82.4%	-77.6%	-17.2%	74.6%	-92.4%	29.2%	100.0%	-91.2%	-6.7%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
JEFF ZENGER: REPUBLICAN	46.7%	90.0%	80.9%	5.3%	3.3%	7.2%	27.9%	83.6%	70.9%	93.9%	52.1%	5.3%	43.1%	86.2%	5.2%	14.6%	80.6%	4.5%	32.3%	87.4%
Vote	44.2%	84.3%	77.4%	5.3%	3.3%	7.2%	24.3%	79.7%	66.5%	90.5%	52.1%	5.3%	35.3%	80.7%	5.2%	14.6%	78.7%	4.5%	27.4%	84.1%
Lean	2.6%	5.7%	3.5%	-	-	-	3.6%	3.9%	4.4%	3.4%	-	-	7.8%	5.6%	-	-	1.9%	-	4.8%	3.4%
CARLA DAY: DEMOCRAT	44.4%	4.0%	4.4%	91.6%	96.4%	86.8%	55.9%	8.1%	16.4%	1.5%	24.0%	94.6%	46.7%	7.7%	90.2%	63.9%	8.6%	91.8%	50.3%	3.7%
Vote	42.8%	4.0%	2.4%	89.4%	94.1%	84.8%	51.5%	8.1%	16.4%	1.5%	24.0%	94.6%	40.2%	7.7%	87.1%	61.4%	8.6%	89.3%	46.3%	3.7%
Lean	1.7%	-	2.0%	2.2%	2.4%	2.0%	4.4%	-	-	-	-	-	6.4%	-	3.2%	2.5%	-	2.6%	4.0%	-
FIRM UNDECIDED	8.8%	6.0%	14.7%	3.1%	0.3%	6.0%	16.2%	8.2%	12.7%	4.6%	23.9%	0.1%	10.2%	6.0%	4.5%	21.5%	10.8%	3.7%	17.5%	8.9%
Net Diff.	2.3%	86.0%	76.5%	-86.3%	-93.1%	-79.6%	-27.9%	75.5%	54.5%	92.4%	28.1%	-89.3%	-3.5%	78.5%	-85.0%	-49.3%	72.0%	-87.3%	-18.0%	83.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
JEFF ZENGER: REPUBLICAN	46.7%	9.6%	15.4%	61.8%	-	0.2%	38.7%	89.7%	3.3%	10.1%	44.4%	45.6%	60.2%	29.8%	70.3%	46.1%	52.9%	15.4%	66.5%	31.7%
Vote	44.2%	9.6%	15.4%	54.8%	-	0.2%	38.7%	84.6%	3.3%	10.1%	42.3%	43.5%	57.7%	27.9%	66.1%	42.2%	51.5%	15.4%	64.5%	29.6%
Lean	2.6%	-	-	6.9%	-	-	-	5.1%	-	-	2.1%	2.1%	2.5%	1.8%	4.1%	3.9%	1.4%	-	2.0%	2.2%
CARLA DAY: DEMOCRAT	44.4%	90.4%	71.5%	33.9%	100.0%	82.1%	61.3%	1.5%	89.1%	21.6%	45.8%	45.4%	27.1%	65.8%	21.5%	51.6%	31.3%	78.2%	20.4%	63.0%
Vote	42.8%	90.4%	71.5%	33.9%	100.0%	82.1%	61.3%	1.5%	85.6%	21.6%	43.9%	43.8%	25.5%	63.8%	19.3%	50.2%	30.1%	75.7%	19.3%	60.7%
Lean	1.7%	-	-	-	-	-	-	-	3.4%	-	1.9%	1.7%	1.6%	2.0%	2.2%	1.4%	1.2%	2.5%	1.1%	2.4%
FIRM UNDECIDED	8.8%	-	13.1%	4.4%	-	17.7%	-	8.7%	7.6%	68.4%	9.8%	8.9%	12.6%	4.4%	8.3%	2.3%	15.8%	6.3%	13.1%	5.2%
Net Diff.	2.3%	-80.8%	-56.2%	27.9%	-100%	-81.9%	-22.6%	88.2%	-85.8%	-11.5%	-1.4%	0.2%	33.1%	-36.0%	48.8%	-5.5%	21.6%	-62.8%	46.1%	-31.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
JEFF ZENGER: REPUBLICAN	46.7%	35.3%	18.7%	16.8%	-	47.4%	28.5%	56.9%	40.7%	38.4%	21.0%	49.5%	32.9%	36.7%	12.1%	13.5%	0.1%	57.0%	37.7%	64.8%	53.1%	
Vote	44.2%	30.3%	18.7%	16.8%	-	44.4%	27.6%	52.6%	38.4%	36.7%	21.0%	47.1%	31.8%	30.4%	12.1%	13.5%	0.1%	52.2%	36.8%	56.1%	51.1%	
Lean	2.6%	5.0%	-	-	-	3.0%	0.9%	4.3%	2.3%	1.7%	-	2.3%	1.1%	6.2%	-	-	-	4.8%	1.0%	8.7%	2.0%	
CARLA DAY: DEMOCRAT	44.4%	53.4%	81.3%	70.4%	100.0%	40.9%	63.5%	36.4%	54.1%	45.1%	69.3%	38.2%	58.3%	54.6%	83.1%	77.3%	93.7%	37.0%	51.2%	31.7%	39.5%	
Vote	42.8%	53.4%	81.3%	70.4%	100.0%	39.2%	61.2%	33.0%	54.1%	45.1%	65.5%	36.3%	56.4%	54.6%	83.1%	77.3%	93.7%	37.0%	48.2%	31.7%	36.8%	
Lean	1.7%	-	-	-	-	1.6%	2.3%	3.4%	-	-	3.7%	2.0%	1.9%	-	-	-	-	-	3.0%	-	2.8%	
FIRM UNDECIDED	8.8%	11.3%	-	12.8%	-	11.7%	8.0%	6.7%	5.1%	16.5%	9.7%	12.3%	8.9%	8.7%	4.8%	9.2%	6.2%	6.0%	11.1%	3.5%	7.3%	
Net Diff.	2.3%	-18.1%	-62.5%	-53.6%	-100%	6.5%	-35.1%	20.4%	-13.4%	-6.7%	-48.2%	11.2%	-25.4%	-17.9%	-71.0%	-63.8%	-93.5%	20.1%	-13.5%	33.1%	13.6%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. 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 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
JEFF ZENGER: REPUBLICAN	46.7%	50.7%	24.0%	64.5%	37.8%	20.0%	38.6%	0.3%	26.4%	82.3%	15.5%	88.0%	20.2%	75.0%	12.7%	82.8%	18.7%	79.8%	3.6%	64.5%	-
Vote	44.2%	49.1%	24.0%	60.0%	36.6%	13.8%	38.6%	0.3%	26.4%	76.4%	15.5%	79.1%	20.2%	73.0%	12.7%	77.0%	18.7%	73.2%	3.6%	64.5%	-
Lean	2.6%	1.6%	-	4.5%	1.2%	6.2%	-	-	-	5.9%	-	8.9%	-	2.0%	-	5.7%	-	6.6%	-	-	-
CARLA DAY: DEMOCRAT	44.4%	41.2%	61.5%	29.3%	49.9%	74.6%	55.2%	91.3%	68.7%	9.5%	74.5%	8.7%	70.5%	10.6%	76.8%	8.6%	70.2%	14.7%	90.3%	23.5%	95.5%
Vote	42.8%	41.2%	58.4%	29.3%	47.0%	74.6%	55.2%	91.3%	68.7%	9.5%	71.9%	8.7%	66.7%	10.6%	74.9%	8.6%	67.8%	14.7%	90.3%	23.5%	95.5%
Lean	1.7%	-	3.1%	-	2.9%	-	-	-	-	-	2.6%	-	3.8%	-	1.8%	-	2.4%	-	-	-	-
FIRM UNDECIDED	8.8%	8.1%	14.5%	6.2%	12.3%	5.4%	6.2%	8.4%	5.0%	8.2%	10.0%	3.3%	9.3%	14.4%	10.5%	8.6%	11.1%	5.5%	6.0%	12.0%	4.5%
Net Diff.	2.3%	9.6%	-37.5%	35.2%	-12.2%	-54.6%	-16.6%	-90.9%	-42.3%	72.8%	-59.0%	79.3%	-50.3%	64.5%	-64.1%	74.2%	-51.5%	65.1%	-86.7%	40.9%	-95.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	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	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
JEFF ZENGER: REPUBLICAN	46.7%	80.0%	86.3%	80.7%	77.5%	20.8%	39.3%	4.0%	15.0%	87.0%	31.5%	72.6%	13.2%	82.6%	22.8%	65.7%	13.4%	50.7%	-
Vote	44.2%	77.1%	86.2%	76.9%	74.1%	18.2%	31.0%	4.0%	15.0%	83.2%	25.3%	70.8%	13.2%	80.5%	19.6%	58.9%	13.4%	50.7%	-
Lean	2.6%	2.9%	0.1%	3.8%	3.4%	2.6%	8.3%	-	-	3.8%	6.2%	1.9%	-	2.1%	3.3%	6.8%	-	-	-
CARLA DAY: DEMOCRAT	44.4%	13.6%	9.3%	6.7%	17.8%	69.7%	45.6%	88.1%	78.3%	10.0%	61.7%	17.3%	75.4%	9.8%	67.5%	34.2%	77.3%	49.3%	90.3%
Vote	42.8%	13.6%	9.3%	6.7%	17.8%	66.6%	37.3%	88.1%	77.2%	10.0%	58.3%	17.3%	72.4%	9.8%	64.4%	34.2%	77.3%	49.3%	90.3%
Lean	1.7%	-	-	-	-	3.1%	8.3%	-	1.1%	-	3.3%	-	3.0%	-	3.2%	-	-	-	-
FIRM UNDECIDED	8.8%	6.4%	4.4%	12.5%	4.7%	9.5%	15.0%	7.9%	6.7%	3.0%	6.8%	10.0%	11.3%	7.6%	9.6%	0.2%	9.3%	-	9.7%
Net Diff.	2.3%	66.4%	77.0%	74.0%	59.7%	-48.9%	-6.3%	-84.1%	-63.3%	77.1%	-30.1%	55.3%	-62.2%	72.9%	-44.7%	31.5%	-63.9%	1.4%	-90.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. If the general election for State House 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
JEFF ZENGER: REPUBLICAN	46.7%	50.0%	32.5%	16.5%	56.7%	69.8%	72.0%	64.9%	31.2%	11.2%	40.5%	69.8%	53.7%	37.5%	33.8%	20.5%	64.7%	-	100.0%		
Vote	44.2%	47.4%	30.0%	16.5%	56.7%	47.7%	72.0%	60.3%	26.1%	11.2%	40.5%	47.7%	53.7%	36.6%	33.8%	20.5%	64.7%	-	100.0%		
Lean	2.6%	2.6%	2.5%	-	-	22.1%	-	4.6%	5.2%	-	-	22.1%	-	0.9%	-	-	-	-	-		
CARLA DAY: DEMOCRAT	44.4%	40.5%	61.8%	77.2%	34.1%	29.9%	28.0%	28.8%	65.7%	88.8%	32.7%	29.9%	46.3%	50.2%	58.1%	68.5%	34.8%	-	-		
Vote	42.8%	38.9%	61.8%	77.2%	34.1%	29.9%	28.0%	26.9%	65.7%	88.8%	32.7%	29.9%	46.3%	48.9%	58.1%	68.5%	34.8%	-	-		
Lean	1.7%	1.6%	-	-	-	-	-	1.9%	-	-	-	-	-	1.4%	-	-	-	-	-		
FIRM UNDECIDED	8.8%	9.5%	5.7%	6.3%	9.2%	0.2%	-	6.2%	3.1%	-	26.8%	0.2%	-	12.3%	8.2%	11.0%	0.5%	-	-		
Net Diff.	2.3%	9.5%	-29.2%	-60.7%	22.6%	39.9%	44.0%	36.1%	-34.4%	-77.6%	7.8%	39.9%	7.5%	-12.8%	-24.3%	-48.0%	29.9%	-	100.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
JEFF ZENGER: REPUBLICAN	46.7%	50.4%	41.6%	45.6%	52.5%	44.1%	45.3%	47.0%	45.5%	47.8%	47.4%	44.1%	55.3%	60.3%	58.4%	58.9%	59.5%	55.7%
Vote	44.2%	46.0%	38.0%	44.0%	49.0%	42.7%	41.4%	44.9%	42.7%	45.5%	44.5%	42.7%	48.7%	56.5%	53.0%	55.1%	54.4%	52.3%
Lean	2.6%	4.4%	3.6%	1.6%	3.5%	1.4%	3.9%	2.1%	2.8%	2.4%	3.0%	1.4%	6.6%	3.8%	5.4%	3.8%	5.2%	3.4%
CARLA DAY: DEMOCRAT	44.4%	48.9%	49.7%	43.7%	38.1%	45.8%	49.4%	42.9%	46.5%	42.4%	44.1%	45.8%	38.9%	34.1%	37.0%	33.9%	34.3%	40.1%
Vote	42.8%	45.0%	49.7%	42.5%	35.4%	44.6%	47.7%	41.2%	45.1%	40.5%	42.3%	44.6%	36.1%	33.1%	35.4%	32.3%	32.3%	40.1%
Lean	1.7%	4.0%	-	1.2%	2.8%	1.3%	1.7%	1.7%	1.4%	1.9%	1.8%	1.3%	2.8%	1.0%	1.6%	1.5%	2.1%	-
FIRM UNDECIDED	8.8%	0.7%	8.7%	10.7%	9.4%	10.1%	5.3%	10.1%	8.1%	9.8%	8.4%	10.1%	5.8%	5.6%	4.6%	7.2%	6.1%	4.2%
Net Diff.	2.3%	1.4%	-8.2%	1.9%	14.4%	-1.7%	-4.1%	4.1%	-1.0%	5.4%	3.3%	-1.7%	16.4%	26.2%	21.4%	25.1%	25.2%	15.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
JEFF ZENGER: REPUBLICAN	46.7%	30.6%	37.6%	32.0%	40.2%	36.5%	35.6%	58.6%	36.6%	47.2%	50.0%	43.1%	66.5%	45.0%	30.1%	36.8%	52.9%	
Vote	44.2%	30.5%	36.7%	31.9%	38.8%	35.5%	35.6%	53.9%	35.9%	47.2%	44.3%	40.9%	58.3%	41.5%	27.1%	34.3%	51.4%	
Lean	2.6%	0.1%	0.9%	*	1.4%	1.0%	-	4.7%	0.7%	-	5.7%	2.2%	8.2%	3.5%	3.0%	2.5%	1.5%	
CARLA DAY: DEMOCRAT	44.4%	64.8%	49.1%	56.3%	48.3%	53.0%	50.0%	35.7%	51.9%	42.0%	43.6%	47.8%	33.4%	47.8%	55.0%	44.7%	41.8%	
Vote	42.8%	64.8%	46.9%	55.1%	46.1%	51.5%	47.8%	34.1%	50.1%	40.2%	42.6%	45.7%	33.4%	47.8%	55.0%	43.2%	39.0%	
Lean	1.7%	-	2.2%	1.3%	2.2%	1.6%	2.2%	1.6%	1.7%	1.8%	1.0%	2.1%	-	-	-	1.6%	2.9%	
FIRM UNDECIDED	8.8%	4.6%	13.3%	11.7%	11.5%	10.5%	14.4%	5.7%	11.5%	10.8%	6.4%	9.1%	0.2%	7.2%	15.0%	18.4%	5.3%	
Net Diff.	2.3%	-34.2%	-11.5%	-24.4%	-8.1%	-16.6%	-14.5%	22.9%	-15.3%	5.2%	6.4%	-4.7%	33.1%	-2.8%	-24.9%	-7.9%	11.0%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

7. 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	109	75	64	25	27	45	20	18	2	7	23	1	22
JEFF ZENGER: REPUBLICAN	46.7%	50.8%	41.8%	51.6%	22.3%	54.8%	45.8%	65.0%	72.6%	-	21.5%	13.9%	-	14.8%
Vote	44.2%	45.7%	40.3%	49.9%	22.3%	54.8%	39.2%	65.0%	72.6%	-	21.5%	13.9%	-	14.8%
Lean	2.6%	5.1%	1.5%	1.6%	-	-	6.6%	-	-	-	-	-	-	-
CARLA DAY: DEMOCRAT	44.4%	38.3%	49.1%	39.8%	68.8%	45.2%	44.6%	27.9%	19.6%	100.0%	43.2%	86.0%	100.0%	85.1%
Vote	42.8%	36.6%	47.9%	39.8%	59.5%	45.2%	44.6%	27.9%	19.6%	100.0%	43.2%	80.3%	-	85.1%
Lean	1.7%	1.7%	1.2%	-	9.3%	-	-	-	-	-	-	5.7%	100.0%	-
FIRM UNDECIDED	8.8%	10.9%	9.1%	8.6%	8.9%	-	9.6%	7.0%	7.8%	-	35.3%	0.1%	-	0.1%
Net Diff.	2.3%	12.5%	-7.3%	11.8%	-46.5%	9.7%	1.2%	37.1%	53.0%	-100%	-21.8%	-72.0%	-100%	-70.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	73.7%	72.0%	73.6%	71.5%	84.2%	76.8%	63.0%	64.8%	54.9%	59.7%	57.2%	98.1%	88.1%	88.6%	66.6%	78.5%
Strongly	54.9%	47.6%	59.8%	56.2%	70.3%	58.1%	43.7%	43.9%	42.8%	40.2%	37.4%	80.8%	70.2%	70.3%	66.6%	58.8%
Somewhat	18.8%	24.4%	13.8%	15.3%	13.9%	18.7%	19.3%	20.9%	12.0%	19.6%	19.7%	17.3%	17.9%	18.3%	-	19.7%
OPPOSE	23.0%	26.1%	21.4%	24.3%	12.4%	20.4%	31.6%	28.8%	44.9%	38.7%	41.2%	0.7%	8.1%	8.3%	-	7.9%
Somewhat	9.5%	8.3%	9.5%	15.4%	6.0%	8.7%	12.1%	10.6%	19.4%	14.4%	15.3%	0.7%	4.5%	4.6%	-	7.8%
Strongly	13.5%	17.8%	11.9%	8.8%	6.4%	11.7%	19.5%	18.2%	25.4%	24.3%	25.9%	-	3.6%	3.7%	-	0.1%
DK/REFUSED	3.3%	1.9%	5.0%	4.2%	3.4%	2.7%	5.4%	6.4%	0.2%	1.6%	1.6%	1.2%	3.8%	3.1%	33.4%	13.6%
Net Diff.	50.7%	45.9%	52.2%	47.2%	71.8%	56.4%	31.4%	36.0%	10.0%	21.1%	15.9%	97.3%	80.0%	80.3%	66.6%	70.6%
Mean	3.19	3.04	3.28	3.24	3.53	3.27	2.92	2.97	2.72	2.77	2.70	3.81	3.61	3.60	4.00	3.59

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	73.7%	69.6%	100.0%	63.1%	74.4%	92.2%	86.1%	65.6%	70.7%	77.8%	100.0%	91.4%	74.8%
Strongly	54.9%	45.2%	93.4%	46.2%	53.5%	80.3%	51.7%	46.2%	51.7%	59.3%	100.0%	75.6%	58.7%
Somewhat	18.8%	24.4%	6.6%	16.9%	20.9%	11.8%	34.4%	19.4%	19.0%	18.5%	-	15.8%	16.1%
OPPOSE	23.0%	27.6%	-	31.0%	22.7%	7.8%	13.9%	29.5%	25.4%	22.2%	-	8.6%	22.1%
Somewhat	9.5%	9.1%	-	12.9%	9.9%	0.1%	6.9%	11.0%	11.8%	1.0%	-	2.7%	8.0%
Strongly	13.5%	18.5%	-	18.1%	12.7%	7.7%	7.1%	18.5%	13.6%	21.2%	-	5.9%	14.1%
DK/REFUSED	3.3%	2.8%	-	5.9%	2.9%	-	-	5.0%	3.9%	-	-	-	3.1%
Net Diff.	50.7%	41.9%	100.0%	32.1%	51.7%	84.4%	72.1%	36.1%	45.3%	55.6%	100.0%	82.8%	52.7%
Mean	3.19	2.99	3.93	2.97	3.19	3.65	3.31	2.98	3.13	3.16	4.00	3.61	3.23

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	73.7%	69.1%	77.0%	66.3%	72.4%	92.8%	95.8%	89.6%	59.6%	59.5%	100.0%	89.6%	89.6%	93.4%	53.5%
Strongly	54.9%	50.4%	73.3%	41.8%	45.0%	79.8%	84.3%	66.6%	40.6%	40.7%	-	71.1%	70.9%	93.4%	33.3%
Somewhat	18.8%	18.7%	3.6%	24.5%	27.4%	13.0%	11.5%	22.9%	19.0%	18.9%	100.0%	18.5%	18.7%	-	20.2%
OPPOSE	23.0%	30.8%	16.1%	25.9%	21.0%	6.6%	4.2%	10.1%	38.9%	38.9%	-	6.6%	6.6%	6.6%	25.4%
Somewhat	9.5%	13.7%	4.2%	11.0%	5.6%	-	4.2%	10.1%	14.4%	14.4%	-	4.3%	4.3%	6.6%	12.2%
Strongly	13.5%	17.1%	11.9%	14.9%	15.4%	6.6%	-	-	24.5%	24.5%	-	2.3%	2.3%	-	13.3%
DK/REFUSED	3.3%	0%	6.9%	7.8%	6.7%	0.5%	-	0.3%	1.5%	1.5%	-	3.7%	3.7%	-	21.0%
Net Diff.	50.7%	38.3%	60.9%	40.5%	51.4%	86.2%	91.7%	79.4%	20.7%	20.6%	100.0%	83.0%	83.0%	86.8%	28.1%
Mean	3.19	3.02	3.49	3.01	3.09	3.67	3.80	3.57	2.77	2.77	3.00	3.65	3.64	3.87	2.93

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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 HOUSE BALLOT						FAVOR	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	FIRM	VOTE	BOTH	
		ZENGER			DAY			UNDE-	ZENGER	BAL-	
								CIDED		LOTS	
Total	300	140	133	8	133	128	5	26	33	10	
SUPPORT	73.7%	58.7%	57.1%	85.4%	90.3%	89.9%	100.0%	69.8%	68.1%	61.6%	
Strongly	54.9%	39.2%	38.6%	49.1%	72.9%	72.5%	83.3%	47.5%	43.5%	38.4%	
Somewhat	18.8%	19.5%	18.5%	36.3%	17.4%	17.4%	16.7%	22.2%	24.6%	23.2%	
OPPOSE	23.0%	39.8%	41.2%	14.6%	6.5%	6.8%	-	16.8%	28.6%	14.2%	
Somewhat	9.5%	15.0%	15.8%	-	3.9%	4.1%	-	8.8%	10.6%	14.0%	
Strongly	13.5%	24.8%	25.4%	14.6%	2.6%	2.7%	-	8.0%	18.0%	0.2%	
DK/REFUSED	3.3%	1.6%	1.7%	-	3.2%	3.3%	-	13.5%	3.3%	24.2%	
Net Diff.	50.7%	18.9%	15.9%	70.9%	83.8%	83.1%	100.0%	53.0%	39.5%	47.4%	
Mean	3.19	2.74	2.71	3.20	3.66	3.65	3.83	3.26	2.97	3.32	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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 PROGRM 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
SUPPORT	73.7%	100.0%	-	87.4%	56.9%	70.9%	76.5%	72.1%	82.3%	83.1%	54.1%	56.3%	52.7%	76.0%	52.7%	57.7%	84.7%	82.4%	83.5%	84.1%	23.7%
Strongly	54.9%	74.5%	-	66.7%	42.2%	48.5%	61.8%	52.4%	70.9%	62.4%	38.8%	40.9%	31.6%	56.7%	31.6%	35.9%	63.3%	69.8%	72.9%	54.9%	-
Somewhat	18.8%	25.5%	-	20.7%	14.7%	22.4%	14.7%	19.7%	11.4%	20.7%	15.3%	15.4%	21.1%	19.3%	21.1%	21.8%	21.4%	12.6%	10.6%	29.2%	23.7%
OPPOSE	23.0%	-	100.0%	11.7%	39.4%	28.3%	19.3%	25.9%	15.3%	14.3%	43.2%	40.2%	41.1%	21.1%	41.1%	39.4%	11.9%	13.8%	13.9%	15.9%	-
Somewhat	9.5%	-	41.4%	5.1%	16.6%	11.8%	8.6%	9.7%	10.7%	6.3%	18.0%	15.8%	20.5%	8.8%	20.5%	12.0%	5.3%	10.7%	10.3%	15.9%	-
Strongly	13.5%	-	58.6%	6.6%	22.8%	16.5%	10.7%	16.2%	4.6%	8.0%	25.3%	24.4%	20.6%	12.3%	20.6%	27.4%	6.6%	3.2%	3.6%	-	-
DK/REFUSED	3.3%	-	-	0.9%	3.7%	0.8%	4.2%	2.0%	2.4%	2.6%	2.7%	3.5%	6.2%	2.9%	6.2%	2.9%	3.5%	3.8%	2.6%	-	76.3%
Net Diff.	50.7%	100.0%	-100%	75.6%	17.5%	42.6%	57.2%	46.2%	67.1%	68.8%	10.8%	16.1%	11.7%	54.9%	11.7%	18.3%	72.8%	68.5%	69.6%	68.2%	23.7%
Mean	3.19	3.74	1.41	3.49	2.79	3.04	3.33	3.10	3.52	3.41	2.69	2.75	2.68	3.24	2.68	2.68	3.46	3.55	3.57	3.39	3.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

8. 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		
		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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	73.7%	59.8%	88.9%	82.5%	55.2%	81.9%	82.3%	57.2%	84.2%	81.6%	62.6%	85.2%	87.4%	53.2%	82.9%	77.2%
Strongly	54.9%	37.8%	71.6%	71.7%	33.6%	57.8%	68.3%	34.3%	64.8%	71.4%	51.6%	58.7%	59.3%	52.5%	52.4%	44.1%
Somewhat	18.8%	22.0%	17.3%	10.9%	21.6%	24.1%	14.0%	22.9%	19.3%	10.2%	11.0%	26.5%	28.1%	0.8%	30.5%	33.0%
OPPOSE	23.0%	40.2%	11.1%	14.0%	38.5%	12.4%	13.7%	39.7%	14.1%	14.1%	37.3%	7.6%	12.4%	46.8%	8.7%	22.4%
Somewhat	9.5%	15.3%	7.9%	14.0%	8.2%	3.5%	8.2%	12.1%	6.1%	10.4%	11.2%	3.7%	12.4%	-	4.2%	22.4%
Strongly	13.5%	24.9%	3.2%	-	30.4%	8.9%	5.5%	27.6%	8.0%	3.7%	26.0%	3.9%	-	46.8%	4.5%	-
DK/REFUSED	3.3%	0%	-	3.4%	6.2%	5.7%	4.0%	3.2%	1.7%	4.3%	0.1%	7.3%	0.2%	-	8.4%	0.4%
Net Diff.	50.7%	19.6%	77.8%	68.5%	16.7%	69.5%	68.6%	17.5%	70.1%	67.5%	25.3%	77.6%	75.1%	6.5%	74.1%	54.7%
Mean	3.19	2.73	3.57	3.60	2.62	3.39	3.51	2.66	3.43	3.56	2.88	3.51	3.47	2.59	3.43	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
SUPPORT	73.7%	53.2%	56.6%	93.3%	91.7%	94.9%	80.7%	55.2%	68.8%	44.2%	41.3%	86.7%	84.5%	61.2%	96.3%	77.4%	48.3%	92.2%	78.6%	53.5%
Strongly	54.9%	29.6%	40.8%	81.2%	83.6%	78.8%	61.5%	32.0%	47.4%	19.6%	12.2%	77.2%	74.4%	36.4%	82.9%	50.1%	27.0%	79.6%	61.4%	32.5%
Somewhat	18.8%	23.5%	15.9%	12.1%	8.1%	16.1%	19.2%	23.2%	21.3%	24.7%	29.2%	9.5%	10.1%	24.8%	13.4%	27.2%	21.3%	12.6%	17.1%	21.0%
OPPOSE	23.0%	46.8%	40.6%	5.5%	8.3%	2.8%	14.9%	41.2%	26.9%	52.8%	58.7%	13.3%	15.5%	36.9%	2.0%	14.4%	46.2%	6.5%	15.7%	43.3%
Somewhat	9.5%	16.1%	7.9%	2.8%	5.5%	-	10.0%	14.6%	13.8%	15.3%	11.1%	8.9%	11.5%	16.8%	-	8.7%	12.1%	3.2%	11.3%	14.6%
Strongly	13.5%	30.7%	32.8%	2.8%	2.8%	2.8%	4.9%	26.6%	13.1%	37.5%	47.6%	4.5%	3.9%	20.1%	2.0%	5.8%	34.1%	3.3%	4.4%	28.7%
DK/REFUSED	3.3%	-	2.7%	1.1%	-	2.3%	4.4%	3.6%	4.3%	3.0%	-	-	-	2.0%	1.7%	8.2%	5.5%	1.3%	5.8%	3.2%
Net Diff.	50.7%	6.3%	16.0%	87.8%	83.4%	92.1%	65.8%	14.0%	41.9%	-8.5%	-17.3%	73.4%	69.1%	24.3%	94.3%	62.9%	2.0%	85.7%	62.9%	10.1%
Mean	3.19	2.52	2.66	3.74	3.72	3.75	3.44	2.63	3.08	2.27	2.06	3.59	3.55	2.79	3.80	3.33	2.44	3.71	3.44	2.59



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	73.7%	100.0%	86.7%	65.2%	100.0%	82.0%	63.9%	59.0%	89.4%	45.3%	89.0%	69.2%	60.5%	88.1%	59.9%	85.1%	60.9%	90.8%	56.6%	88.0%
Strongly	54.9%	90.4%	59.4%	29.5%	85.7%	45.1%	22.6%	40.1%	70.9%	24.8%	70.2%	49.9%	38.7%	72.5%	40.5%	70.0%	37.4%	74.7%	37.7%	71.5%
Somewhat	18.8%	9.6%	27.3%	35.8%	14.3%	36.9%	41.3%	18.9%	18.5%	20.5%	18.8%	19.3%	21.8%	15.6%	19.4%	15.1%	23.5%	16.1%	19.0%	16.4%
OPPOSE	23.0%	-	13.3%	29.0%	-	18.0%	25.8%	38.8%	7.0%	5.8%	9.5%	27.2%	37.2%	9.5%	40.1%	14.9%	35.1%	4.8%	41.4%	10.2%
Somewhat	9.5%	-	6.4%	14.5%	-	8.7%	14.7%	14.8%	4.2%	5.8%	6.0%	11.1%	15.1%	5.3%	18.1%	11.3%	13.0%	-	15.4%	6.2%
Strongly	13.5%	-	6.9%	14.5%	-	9.3%	11.1%	24.1%	2.8%	-	3.5%	16.1%	22.1%	4.3%	22.0%	3.6%	22.2%	4.8%	26.0%	4.0%
DK/REFUSED	3.3%	-	-	5.8%	-	-	10.3%	2.2%	3.6%	48.8%	1.6%	3.6%	2.3%	2.3%	-	-	4.0%	4.4%	1.9%	1.8%
Net Diff.	50.7%	100.0%	73.4%	36.3%	100.0%	64.0%	38.1%	20.1%	82.4%	39.5%	79.5%	42.0%	23.2%	78.6%	19.8%	70.2%	25.8%	85.9%	15.2%	77.7%
Mean	3.19	3.90	3.39	2.85	3.86	3.18	2.84	2.77	3.63	3.37	3.58	3.07	2.79	3.60	2.78	3.52	2.79	3.68	2.70	3.58

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
SUPPORT	73.7%	75.5%	89.1%	78.5%	83.8%	78.6%	75.0%	78.2%	77.4%	78.9%	73.5%	78.0%	73.5%	81.7%	79.8%	76.8%	82.1%	68.2%	77.2%	74.5%	73.1%	
Strongly	54.9%	40.8%	77.9%	39.5%	67.2%	66.6%	48.1%	64.8%	55.5%	68.4%	43.6%	66.8%	46.8%	65.5%	51.2%	58.6%	44.0%	49.3%	59.9%	57.5%	57.3%	
Somewhat	18.8%	34.7%	11.2%	38.9%	16.6%	12.0%	26.9%	13.5%	21.9%	10.5%	29.9%	11.1%	26.7%	16.2%	28.6%	18.2%	38.1%	18.9%	17.3%	17.0%	15.7%	
OPPOSE	23.0%	20.5%	5.6%	15.3%	8.4%	18.8%	20.5%	19.6%	22.6%	18.0%	19.3%	18.9%	23.1%	18.3%	11.3%	23.2%	6.0%	29.2%	18.9%	25.5%	25.2%	
Somewhat	9.5%	14.5%	-	15.3%	-	7.3%	9.8%	10.9%	13.2%	3.9%	7.8%	6.2%	11.3%	12.9%	4.6%	13.3%	6.0%	10.4%	9.1%	11.6%	14.3%	
Strongly	13.5%	6.0%	5.6%	-	8.4%	11.5%	10.7%	8.8%	9.5%	14.2%	11.4%	12.7%	11.8%	5.4%	6.7%	9.9%	-	18.8%	9.8%	13.9%	10.9%	
DK/REFUSED	3.3%	4.0%	5.3%	6.2%	7.8%	2.6%	4.5%	2.1%	-	3.1%	7.2%	3.1%	3.4%	-	8.9%	-	11.9%	2.6%	3.9%	-	1.7%	
Net Diff.	50.7%	55.0%	83.5%	63.2%	75.5%	59.7%	54.4%	58.6%	54.7%	60.8%	54.2%	59.0%	50.4%	63.4%	68.5%	53.6%	76.2%	38.9%	58.3%	49.1%	47.9%	
Mean	3.19	3.15	3.70	3.26	3.55	3.37	3.18	3.37	3.23	3.37	3.14	3.36	3.12	3.42	3.37	3.26	3.43	3.01	3.32	3.18	3.22	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	73.7%	63.0%	80.9%	66.3%	75.7%	77.2%	83.3%	75.8%	82.0%	54.8%	87.6%	57.1%	92.7%	51.7%	84.6%	52.6%	87.0%	66.9%	89.6%	57.2%	86.8%
Strongly	54.9%	42.6%	62.1%	48.2%	59.2%	54.5%	61.7%	49.5%	51.6%	36.9%	69.5%	42.6%	74.9%	29.6%	66.3%	34.7%	70.4%	49.1%	64.7%	45.0%	55.1%
Somewhat	18.8%	20.4%	18.7%	18.1%	16.5%	22.7%	21.6%	26.3%	30.5%	17.8%	18.1%	14.5%	17.8%	22.1%	18.3%	17.9%	16.5%	17.8%	24.9%	12.2%	31.7%
OPPOSE	23.0%	32.3%	13.3%	32.6%	19.5%	12.7%	16.7%	8.1%	18.0%	42.6%	8.4%	41.0%	7.3%	44.5%	9.0%	44.3%	9.6%	33.0%	3.6%	42.5%	4.6%
Somewhat	9.5%	9.5%	4.4%	11.5%	9.1%	5.2%	9.0%	8.1%	7.2%	17.1%	3.9%	20.1%	5.3%	13.2%	3.1%	16.7%	4.9%	19.2%	-	29.4%	-
Strongly	13.5%	22.7%	8.9%	21.1%	10.4%	7.5%	7.6%	-	10.8%	25.5%	4.4%	20.9%	1.9%	31.4%	5.9%	27.6%	4.7%	13.8%	3.6%	13.1%	4.6%
DK/REFUSED	3.3%	4.7%	5.9%	1.1%	4.8%	10.1%	*	16.1%	-	2.7%	4.1%	1.9%	-	3.7%	6.4%	3.1%	3.4%	0.1%	6.7%	0.3%	8.6%
Net Diff.	50.7%	30.8%	67.6%	33.8%	56.2%	64.5%	66.6%	67.7%	64.1%	12.2%	79.2%	16.1%	85.5%	7.2%	75.6%	8.2%	77.4%	34.0%	86.0%	14.7%	82.1%
Mean	3.19	2.87	3.43	2.95	3.31	3.38	3.37	3.49	3.23	2.68	3.59	2.80	3.66	2.52	3.55	2.62	3.58	3.02	3.62	2.89	3.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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 Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTriMester	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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
SUPPORT	73.7%	59.2%	48.0%	42.9%	69.7%	85.5%	85.5%	91.6%	83.6%	60.7%	87.6%	57.6%	84.0%	56.4%	84.7%	74.2%	88.1%	66.3%	90.1%
Strongly	54.9%	37.6%	20.3%	26.5%	48.1%	68.4%	64.5%	83.3%	66.1%	41.3%	71.5%	33.8%	66.3%	35.4%	69.2%	49.2%	64.3%	45.1%	56.0%
Somewhat	18.8%	21.6%	27.7%	16.4%	21.6%	17.1%	21.1%	8.4%	17.5%	19.5%	16.2%	23.8%	17.8%	21.0%	15.5%	25.0%	23.8%	21.2%	34.1%
OPPOSE	23.0%	39.0%	51.9%	53.6%	28.7%	11.8%	12.2%	8.4%	12.7%	39.3%	12.4%	38.8%	11.4%	41.5%	12.7%	25.6%	8.5%	33.4%	5.1%
Somewhat	9.5%	17.2%	16.4%	20.3%	16.3%	4.3%	7.7%	-	3.7%	20.4%	7.3%	13.9%	2.2%	16.8%	5.5%	19.7%	-	23.1%	-
Strongly	13.5%	21.8%	35.5%	33.2%	12.4%	7.5%	4.5%	8.4%	9.0%	18.9%	5.1%	24.9%	9.2%	24.7%	7.3%	6.0%	8.5%	10.3%	5.1%
DK/REFUSED	3.3%	1.8%	0.1%	3.5%	1.6%	2.7%	2.3%	-	3.7%	-	-	3.6%	4.5%	2.1%	2.5%	0.1%	3.3%	0.2%	4.8%
Net Diff.	50.7%	20.1%	-4.0%	-10.7%	41.0%	73.7%	73.4%	83.3%	70.9%	21.5%	75.2%	18.8%	72.6%	14.9%	72.0%	48.6%	79.6%	32.9%	85.0%
Mean	3.19	2.76	2.33	2.37	3.07	3.50	3.49	3.67	3.46	2.83	3.54	2.69	3.48	2.69	3.50	3.18	3.49	3.01	3.48

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
SUPPORT	73.7%	72.0%	81.2%	79.6%	68.6%	99.8%	100.0%	70.2%	91.1%	92.8%	59.5%	99.8%	100.0%	73.5%	71.8%	69.7%	73.0%	-	100.0%		
Strongly	54.9%	54.2%	57.4%	50.7%	55.7%	77.6%	100.0%	52.8%	73.1%	70.7%	59.5%	77.6%	100.0%	55.3%	42.6%	35.8%	53.8%	-	100.0%		
Somewhat	18.8%	17.8%	23.8%	28.9%	12.9%	22.1%	-	17.4%	18.0%	22.1%	-	22.1%	-	18.2%	29.2%	34.0%	19.2%	-	-		
OPPOSE	23.0%	24.8%	14.7%	14.2%	31.4%	-	-	28.6%	8.8%	7.2%	40.5%	-	-	21.7%	20.3%	19.4%	27.0%	-	-		
Somewhat	9.5%	10.0%	7.3%	7.5%	13.7%	-	-	13.9%	8.8%	7.2%	40.5%	-	-	6.8%	5.8%	7.8%	0.5%	-	-		
Strongly	13.5%	14.8%	7.4%	6.7%	17.8%	-	-	14.7%	-	-	-	-	-	14.9%	14.4%	11.6%	26.5%	-	-		
DK/REFUSED	3.3%	3.2%	4.1%	6.2%	-	0.2%	-	1.2%	0.1%	-	-	0.2%	-	4.8%	8.0%	10.8%	-	-	-		
Net Diff.	50.7%	47.1%	66.5%	65.4%	37.1%	99.8%	100.0%	41.6%	82.3%	85.6%	19.0%	99.8%	100.0%	51.8%	51.5%	50.3%	46.0%	-	100.0%		
Mean	3.19	3.15	3.37	3.32	3.07	3.78	4.00	3.10	3.64	3.64	3.19	3.78	4.00	3.20	3.09	3.05	3.00	-	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	73.7%	82.5%	94.3%	77.2%	67.5%	59.1%	89.3%	68.1%	83.2%	62.8%	78.8%	59.1%	85.7%	68.2%	78.4%	68.0%	75.3%	70.2%
Strongly	54.9%	67.7%	75.9%	59.9%	46.8%	37.9%	72.4%	48.5%	66.1%	41.9%	60.7%	37.9%	68.7%	50.4%	64.6%	45.2%	61.6%	40.5%
Somewhat	18.8%	14.9%	18.4%	17.3%	20.6%	21.1%	16.9%	19.6%	17.1%	20.9%	18.1%	21.1%	16.9%	17.8%	13.8%	22.8%	13.7%	29.6%
OPPOSE	23.0%	17.4%	5.7%	21.5%	27.3%	33.7%	10.6%	27.4%	16.1%	30.9%	19.3%	33.7%	14.3%	30.3%	21.6%	29.6%	24.7%	25.7%
Somewhat	9.5%	8.5%	3.1%	9.8%	14.7%	9.3%	5.4%	11.0%	7.7%	11.7%	9.6%	9.3%	9.0%	15.0%	13.2%	12.6%	15.1%	6.1%
Strongly	13.5%	8.9%	2.6%	11.6%	12.5%	24.5%	5.2%	16.4%	8.5%	19.2%	9.6%	24.5%	5.4%	15.3%	8.4%	17.0%	9.5%	19.5%
DK/REFUSED	3.3%	0.1%	-	1.4%	5.3%	7.2%	-%	4.5%	0.7%	6.3%	2.0%	7.2%	-	1.5%	-	2.4%	-%	4.2%
Net Diff.	50.7%	65.1%	88.7%	55.7%	40.2%	25.3%	78.7%	40.6%	67.0%	31.9%	59.5%	25.3%	71.3%	37.9%	56.7%	38.4%	50.6%	44.5%
Mean	3.19	3.41	3.68	3.27	3.07	2.78	3.57	3.05	3.42	2.91	3.32	2.78	3.49	3.05	3.35	2.99	3.27	2.95

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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:						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 REGISTERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
SUPPORT	73.7%	94.7%	68.0%	88.1%	59.2%	81.9%	50.9%	74.1%	73.4%	58.4%	78.8%	84.6%	84.0%	84.0%	79.4%	71.5%	68.5%	
Strongly	54.9%	77.9%	47.1%	67.6%	39.6%	59.8%	36.0%	56.6%	53.5%	39.6%	59.8%	65.9%	59.8%	67.5%	58.7%	56.9%	48.6%	
Somewhat	18.8%	16.8%	20.8%	20.5%	19.6%	22.1%	14.9%	17.5%	19.9%	18.9%	19.0%	18.6%	24.2%	16.5%	20.7%	14.6%	19.9%	
OPPOSE	23.0%	5.2%	25.4%	10.4%	31.8%	14.4%	39.7%	24.9%	21.3%	34.9%	20.0%	13.4%	16.0%	15.9%	16.9%	22.5%	27.8%	
Somewhat	9.5%	0.1%	8.2%	1.8%	11.1%	4.7%	11.6%	13.0%	6.6%	14.0%	8.0%	6.4%	7.0%	8.3%	2.8%	11.4%	11.3%	
Strongly	13.5%	5.1%	17.2%	8.6%	20.7%	9.7%	28.1%	11.9%	14.7%	20.9%	12.1%	7.0%	9.0%	7.6%	14.1%	11.1%	16.5%	
DK/REFUSED	3.3%	0.1%	6.6%	1.5%	9.0%	3.8%	9.4%	1.0%	5.3%	6.6%	1.2%	2.0%	-	3.7%	6.1%	3.7%		
Net Diff.	50.7%	89.6%	42.6%	77.7%	27.4%	67.5%	11.2%	49.2%	52.1%	23.5%	58.8%	71.2%	68.0%	68.1%	62.5%	49.0%	40.7%	
Mean	3.19	3.68	3.05	3.49	2.86	3.37	2.65	3.20	3.18	2.83	3.28	3.47	3.35	3.44	3.29	3.25	3.05	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

8. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
SUPPORT	73.7%	76.4%	81.0%	64.3%	77.8%	60.9%	84.9%	69.9%	66.4%	100.0%	43.2%	100.0%	100.0%	100.0%	
Strongly	54.9%	60.8%	59.4%	48.4%	60.8%	28.3%	71.4%	69.8%	66.3%	100.0%	43.2%	74.6%	100.0%	73.1%	
Somewhat	18.8%	15.6%	21.6%	15.9%	17.0%	32.6%	13.5%	0.1%	0.2%	-	-	25.4%	-	26.9%	
OPPOSE	23.0%	21.6%	15.6%	30.9%	22.2%	31.1%	12.6%	22.9%	25.6%	-	41.6%	-	-	-	
Somewhat	9.5%	11.2%	2.8%	16.3%	9.0%	5.8%	9.4%	15.0%	16.8%	-	41.6%	-	-	-	
Strongly	13.5%	10.4%	12.7%	14.6%	13.3%	25.3%	3.2%	7.9%	8.8%	-	-	-	-	-	
DK/REFUSED	3.3%	2.0%	3.4%	4.8%	-	8.1%	2.4%	7.2%	8.0%	-	15.2%	-	-	-	
Net Diff.	50.7%	54.8%	65.5%	33.3%	55.5%	29.8%	72.3%	47.0%	40.8%	100.0%	1.6%	100.0%	100.0%	100.0%	
Mean	3.19	3.29	3.32	3.03	3.25	2.69	3.57	3.42	3.35	4.00	3.02	3.75	4.00	3.73	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	38.8%	42.8%	34.3%	33.2%	42.3%	40.2%	34.3%	38.9%	12.8%	41.1%	39.9%	59.7%	37.0%	37.0%	36.5%	33.9%
Strongly	19.0%	17.1%	19.8%	13.6%	32.9%	18.2%	21.9%	24.0%	11.9%	21.3%	19.7%	44.0%	15.5%	15.0%	36.5%	27.6%
Somewhat	19.8%	25.7%	14.5%	19.5%	9.5%	21.9%	12.4%	14.9%	0.9%	19.9%	20.2%	15.7%	21.5%	22.1%	-	6.3%
OPPOSE	39.8%	37.7%	37.0%	51.4%	39.1%	38.7%	43.8%	39.8%	62.3%	44.2%	45.3%	27.8%	34.0%	34.1%	30.1%	48.3%
Somewhat	13.8%	17.1%	9.9%	14.6%	9.2%	13.5%	14.9%	15.7%	11.2%	11.4%	12.1%	2.1%	16.3%	16.7%	-	14.3%
Strongly	26.0%	20.6%	27.0%	36.8%	29.9%	25.2%	28.9%	24.1%	51.2%	32.8%	33.2%	25.7%	17.7%	17.4%	30.1%	34.1%
DK/REFUSED	21.3%	19.5%	28.7%	15.4%	18.6%	21.2%	21.9%	21.3%	24.9%	14.7%	14.8%	12.6%	29.0%	28.9%	33.4%	17.8%
Net Diff.	-1.0%	5.1%	-2.6%	-18.2%	3.3%	1.5%	-9.4%	-0.9%	-49.5%	-3.0%	-5.4%	31.9%	3.0%	2.9%	6.4%	-14.4%
Mean	2.40	2.49	2.38	2.12	2.56	2.42	2.35	2.49	1.65	2.35	2.31	2.89	2.49	2.49	2.64	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	38.8%	45.2%	40.3%	34.8%	38.9%	50.8%	58.0%	34.0%	35.6%	59.6%	100.0%	55.5%	41.5%
Strongly	19.0%	24.1%	21.3%	13.0%	20.3%	21.8%	21.3%	21.2%	17.2%	44.3%	100.0%	25.6%	19.3%
Somewhat	19.8%	21.1%	19.0%	21.9%	18.6%	29.1%	36.8%	12.9%	18.4%	15.3%	-	29.9%	22.2%
OPPOSE	39.8%	48.7%	31.5%	54.0%	32.4%	22.3%	42.0%	55.2%	38.3%	40.4%	-	23.7%	43.3%
Somewhat	13.8%	17.7%	16.1%	17.8%	10.3%	12.2%	6.6%	20.4%	12.3%	17.7%	-	10.3%	17.1%
Strongly	26.0%	31.0%	15.4%	36.2%	22.1%	10.1%	35.4%	34.7%	26.0%	22.7%	-	13.4%	26.1%
DK/REFUSED	21.3%	6.1%	28.2%	11.2%	28.7%	26.9%	-	10.8%	26.1%	-	-	20.8%	15.2%
Net Diff.	-1.0%	-3.5%	8.8%	-19.1%	6.5%	28.5%	16.0%	-21.1%	-2.7%	19.2%	100.0%	31.9%	-1.8%
Mean	2.40	2.41	2.65	2.13	2.52	2.85	2.44	2.23	2.36	2.81	4.00	2.86	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	38.8%	48.5%	43.5%	31.9%	35.2%	21.3%	21.5%	41.8%	41.6%	41.6%	-	37.2%	36.8%	91.0%	25.2%
Strongly	19.0%	26.7%	19.8%	10.2%	14.8%	13.7%	15.0%	21.2%	20.8%	20.8%	-	16.8%	16.2%	91.0%	25.2%
Somewhat	19.8%	21.8%	23.7%	21.7%	20.3%	7.6%	6.5%	20.6%	20.8%	20.8%	-	20.4%	20.6%	-	-
OPPOSE	39.8%	37.8%	35.7%	45.3%	43.0%	53.8%	25.8%	33.4%	44.5%	44.4%	100.0%	35.8%	36.0%	9.0%	31.3%
Somewhat	13.8%	11.4%	18.3%	16.5%	9.1%	18.3%	13.7%	19.9%	10.7%	10.6%	50.4%	16.3%	16.3%	6.6%	22.0%
Strongly	26.0%	26.4%	17.4%	28.9%	33.8%	35.5%	12.1%	13.5%	33.8%	33.7%	49.6%	19.6%	19.7%	2.4%	9.3%
DK/REFUSED	21.3%	13.7%	20.7%	22.8%	21.9%	24.9%	52.6%	24.8%	14.0%	14.0%	-	27.0%	27.2%	-	43.5%
Net Diff.	-1.0%	10.7%	7.8%	-13.5%	-7.8%	-32.5%	-4.3%	8.5%	-2.9%	-2.8%	-100%	1.4%	0.8%	82.0%	-6.1%
Mean	2.40	2.57	2.58	2.17	2.21	1.99	2.52	2.66	2.33	2.33	1.50	2.47	2.46	3.80	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
SUPPORT	38.8%	42.9%	43.1%	39.7%	38.4%	38.9%	26.2%	19.5%	46.3%	29.0%
Strongly	19.0%	21.4%	22.6%	-	16.5%	17.1%	-	19.5%	24.9%	29.0%
Somewhat	19.8%	21.5%	20.5%	39.7%	21.9%	21.8%	26.2%	-	21.4%	-
OPPOSE	39.8%	42.5%	42.2%	46.8%	34.2%	34.0%	37.3%	54.4%	46.6%	36.0%
Somewhat	13.8%	10.3%	9.8%	17.3%	16.0%	15.8%	19.7%	21.7%	17.2%	25.3%
Strongly	26.0%	32.2%	32.4%	29.5%	18.2%	18.2%	17.6%	32.7%	29.4%	10.7%
DK/REFUSED	21.3%	14.6%	14.7%	13.6%	27.4%	27.1%	36.5%	26.1%	7.1%	35.0%
Net Diff.	-1.0%	0.4%	0.9%	-7.1%	4.2%	4.8%	-11.2%	-34.9%	-0.2%	-7.0%
Mean	2.40	2.38	2.39	2.12	2.51	2.52	2.13	2.08	2.45	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
SUPPORT	38.8%	46.0%	19.8%	100.0%	-	41.4%	36.8%	43.4%	29.3%	40.3%	38.9%	33.4%	50.6%	38.4%	50.6%	39.2%	40.2%	37.1%	39.9%	14.0%	23.7%	
Strongly	19.0%	22.6%	10.5%	49.0%	-	20.8%	16.9%	21.6%	14.4%	18.2%	24.7%	18.9%	29.7%	18.4%	29.7%	16.2%	20.3%	21.3%	23.6%	3.4%	-	
Somewhat	19.8%	23.5%	9.4%	51.0%	-	20.6%	19.9%	21.8%	14.9%	22.0%	14.2%	14.4%	20.9%	20.0%	20.9%	23.0%	19.9%	15.9%	16.3%	10.5%	23.7%	
OPPOSE	39.8%	30.8%	68.4%	-	100.0%	43.0%	39.9%	41.1%	52.0%	37.5%	49.6%	44.9%	49.4%	39.5%	49.4%	45.9%	36.0%	36.2%	35.8%	47.6%	-	
Somewhat	13.8%	11.5%	23.2%	-	34.6%	15.7%	14.1%	10.8%	25.9%	15.9%	11.4%	10.0%	13.0%	14.3%	13.0%	9.7%	18.1%	14.5%	14.7%	15.6%	-	
Strongly	26.0%	19.3%	45.2%	-	65.4%	27.3%	25.8%	30.3%	26.1%	21.6%	38.2%	34.9%	36.4%	25.1%	36.4%	36.2%	17.9%	21.7%	21.1%	32.0%	-	
DK/REFUSED	21.3%	23.2%	11.8%	-	-	15.6%	23.3%	15.5%	18.6%	22.2%	11.5%	21.7%	-	22.1%	-	14.9%	23.9%	26.7%	24.3%	38.4%	76.3%	
Net Diff.	-1.0%	15.3%	-48.5%	100.0%	-100%	-1.6%	-3.0%	2.3%	-22.7%	2.8%	-10.7%	-11.6%	1.3%	-1.0%	1.3%	-6.7%	4.2%	0.9%	4.1%	-33.6%	23.7%	
Mean	2.40	2.64	1.83	3.49	1.35	2.41	2.36	2.41	2.22	2.47	2.29	2.22	2.44	2.41	2.44	2.23	2.56	2.50	2.56	1.76	3.00	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	38.8%	51.2%	42.5%	48.9%	25.1%	38.7%	28.3%	39.7%	39.1%	37.4%	33.9%	43.7%	35.5%	0.8%	39.4%	-
Strongly	19.0%	24.8%	22.9%	29.8%	6.1%	18.6%	14.9%	15.5%	16.8%	20.0%	22.8%	28.4%	29.0%	-	21.7%	-
Somewhat	19.8%	26.3%	19.6%	19.1%	19.0%	20.1%	13.5%	24.2%	22.4%	17.4%	11.0%	15.4%	6.5%	0.8%	17.7%	-
OPPOSE	39.8%	41.9%	38.6%	35.6%	50.6%	34.3%	36.7%	45.4%	37.8%	36.5%	51.0%	33.4%	34.3%	99.2%	34.2%	44.5%
Somewhat	13.8%	7.2%	22.4%	19.0%	12.7%	15.3%	11.1%	10.8%	18.2%	15.2%	-	18.6%	10.3%	-	17.1%	-
Strongly	26.0%	34.7%	16.2%	16.6%	37.9%	19.0%	25.5%	34.6%	19.6%	21.4%	51.0%	14.8%	24.0%	99.2%	17.1%	44.5%
DK/REFUSED	21.3%	6.9%	18.9%	15.5%	24.2%	27.1%	35.0%	14.9%	23.1%	26.1%	15.1%	22.9%	30.2%	-	26.4%	55.5%
Net Diff.	-1.0%	9.3%	3.9%	13.3%	-25.5%	4.4%	-8.3%	-5.7%	1.3%	0.9%	-17.1%	10.4%	1.1%	-98.4%	5.2%	-44.5%
Mean	2.40	2.44	2.61	2.74	1.91	2.52	2.27	2.24	2.47	2.49	2.07	2.74	2.58	1.02	2.60	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
SUPPORT	38.8%	47.8%	27.4%	40.0%	31.4%	48.6%	43.6%	36.2%	34.5%	37.6%	17.6%	36.7%	56.2%	49.2%	41.5%	32.5%	21.0%	39.6%	39.2%	38.2%
Strongly	19.0%	20.5%	10.1%	13.7%	11.4%	15.9%	28.6%	17.5%	16.5%	18.4%	-	8.5%	34.5%	29.3%	16.0%	23.4%	3.9%	11.5%	21.7%	18.3%
Somewhat	19.8%	27.2%	17.4%	26.4%	20.0%	32.7%	15.0%	18.7%	18.0%	19.2%	17.6%	28.2%	21.7%	19.9%	25.5%	9.1%	17.2%	28.1%	17.5%	19.9%
OPPOSE	39.8%	42.6%	53.9%	30.0%	34.8%	25.1%	41.2%	45.2%	45.7%	44.8%	70.6%	40.8%	33.3%	41.0%	25.1%	48.2%	50.1%	30.3%	46.5%	45.8%
Somewhat	13.8%	7.8%	13.4%	16.9%	18.5%	15.2%	14.0%	12.4%	11.6%	13.1%	28.5%	25.3%	13.4%	13.1%	13.0%	14.6%	11.6%	18.1%	14.6%	12.3%
Strongly	26.0%	34.8%	40.5%	13.1%	16.3%	9.9%	27.2%	32.8%	34.1%	31.7%	42.1%	15.5%	19.9%	27.9%	12.0%	33.6%	38.5%	12.2%	31.9%	33.5%
DK/REFUSED	21.3%	9.6%	18.7%	30.0%	33.8%	26.2%	15.2%	18.6%	19.8%	17.6%	11.8%	22.5%	10.5%	9.8%	33.4%	19.3%	28.9%	30.1%	14.2%	16.0%
Net Diff.	-1.0%	5.2%	-26.5%	10.1%	-3.4%	23.5%	2.4%	-9.0%	-11.2%	-7.2%	-53.0%	-4.1%	22.9%	8.2%	16.4%	-15.7%	-29.1%	9.3%	-7.3%	-7.6%
Mean	2.40	2.37	1.96	2.58	2.40	2.74	2.53	2.26	2.21	2.29	1.72	2.38	2.79	2.56	2.68	2.28	1.81	2.56	2.34	2.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	38.8%	42.7%	60.4%	24.6%	26.3%	46.5%	10.3%	41.7%	36.1%	24.7%	50.9%	34.7%	28.6%	49.5%	43.2%	55.2%	18.0%	44.4%	29.6%	47.5%
Strongly	19.0%	26.7%	52.9%	12.9%	12.9%	36.3%	-	21.7%	16.5%	13.5%	22.0%	18.1%	10.2%	28.9%	18.3%	35.1%	4.2%	23.6%	9.7%	25.3%
Somewhat	19.8%	16.0%	7.5%	11.7%	13.4%	10.2%	10.3%	20.0%	19.6%	11.2%	28.9%	16.6%	18.4%	20.5%	24.9%	20.1%	13.7%	20.9%	19.9%	22.2%
OPPOSE	39.8%	28.0%	26.3%	41.6%	29.9%	35.5%	44.0%	43.1%	36.9%	22.9%	28.4%	43.4%	50.4%	28.1%	51.4%	26.4%	49.8%	29.6%	53.8%	28.1%
Somewhat	13.8%	9.3%	12.8%	12.7%	13.8%	17.4%	10.5%	11.9%	15.9%	9.5%	14.6%	14.2%	16.0%	13.1%	14.8%	16.3%	16.8%	10.3%	15.8%	14.5%
Strongly	26.0%	18.7%	13.4%	28.9%	16.1%	18.1%	33.5%	31.2%	21.0%	13.4%	13.8%	29.2%	34.5%	15.0%	36.5%	10.1%	32.9%	19.3%	38.0%	13.7%
DK/REFUSED	21.3%	29.4%	13.3%	33.8%	43.8%	18.0%	45.7%	15.2%	27.1%	52.4%	20.7%	21.9%	21.0%	22.5%	5.5%	18.4%	32.3%	26.0%	16.6%	24.4%
Net Diff.	-1.0%	14.7%	34.2%	-17.0%	-3.6%	11.0%	-33.7%	-1.5%	-0.8%	1.8%	22.5%	-8.7%	-21.8%	21.4%	-8.2%	28.8%	-31.8%	14.9%	-24.2%	19.4%
Mean	2.40	2.72	3.15	2.13	2.41	2.79	1.57	2.38	2.43	2.52	2.74	2.30	2.05	2.82	2.26	2.98	1.84	2.66	2.02	2.78



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
SUPPORT	38.8%	25.3%	60.5%	25.3%	41.4%	45.1%	33.0%	52.5%	46.4%	38.1%	24.8%	45.9%	31.1%	40.9%	41.8%	28.4%	37.5%	36.4%	39.8%	51.7%	45.6%	
Strongly	19.0%	12.6%	49.1%	12.5%	24.5%	24.8%	13.8%	30.2%	23.3%	19.6%	8.1%	22.4%	11.7%	36.9%	22.9%	28.2%	12.4%	16.2%	20.4%	28.2%	23.3%	
Somewhat	19.8%	12.7%	11.4%	12.8%	16.9%	20.4%	19.2%	22.3%	23.1%	18.5%	16.8%	23.5%	19.4%	4.0%	18.9%	0.2%	25.1%	20.1%	19.4%	23.5%	22.3%	
OPPOSE	39.8%	37.7%	27.9%	26.9%	41.3%	33.2%	42.0%	36.3%	31.3%	30.2%	48.6%	31.6%	47.3%	41.6%	22.9%	39.6%	24.4%	39.4%	40.5%	34.5%	42.3%	
Somewhat	13.8%	17.3%	5.4%	12.5%	8.1%	7.5%	21.2%	10.5%	22.0%	4.7%	20.8%	5.8%	24.5%	16.4%	9.0%	18.7%	6.0%	12.1%	15.4%	13.4%	15.9%	
Strongly	26.0%	20.4%	22.4%	14.4%	33.3%	25.7%	20.8%	25.8%	9.3%	25.5%	27.8%	25.8%	22.8%	25.2%	13.8%	20.9%	18.4%	27.3%	25.1%	21.1%	26.4%	
DK/REFUSED	21.3%	37.0%	11.6%	47.8%	17.2%	21.7%	25.0%	11.2%	22.3%	31.7%	26.6%	22.5%	21.6%	17.5%	35.4%	32.0%	38.1%	24.2%	19.7%	13.8%	12.1%	
Net Diff.	-1.0%	-12.4%	32.6%	-1.5%	0.1%	11.9%	-9.0%	16.2%	15.1%	7.9%	-23.7%	14.3%	-16.2%	-0.8%	18.9%	-11.2%	13.1%	-3.1%	-0.8%	17.1%	3.3%	
Mean	2.40	2.28	2.99	2.45	2.39	2.56	2.35	2.64	2.78	2.47	2.07	2.55	2.26	2.64	2.79	2.52	2.51	2.33	2.44	2.68	2.48	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	38.8%	24.0%	34.6%	34.5%	41.4%	45.4%	33.6%	50.3%	15.6%	36.2%	41.1%	47.7%	50.1%	21.5%	35.9%	35.5%	41.5%	40.1%	40.9%	11.8%	36.2%
Strongly	19.0%	6.6%	17.8%	13.3%	19.3%	30.6%	26.2%	32.9%	5.3%	19.0%	19.1%	28.0%	23.6%	7.5%	16.4%	16.2%	17.9%	34.3%	24.0%	11.5%	18.0%
Somewhat	19.8%	17.5%	16.8%	21.2%	22.2%	14.8%	7.3%	17.4%	10.3%	17.2%	22.1%	19.7%	26.6%	14.0%	19.4%	19.3%	23.6%	5.8%	16.9%	0.2%	18.2%
OPPOSE	39.8%	43.4%	39.0%	41.1%	40.4%	31.3%	42.6%	24.7%	50.8%	47.0%	33.7%	44.7%	29.6%	49.8%	36.2%	47.5%	34.8%	44.1%	30.6%	70.8%	27.5%
Somewhat	13.8%	11.1%	15.0%	10.2%	17.3%	21.7%	7.2%	16.4%	10.1%	12.7%	14.5%	11.6%	18.3%	14.1%	12.2%	11.9%	16.5%	17.3%	6.9%	24.0%	4.5%
Strongly	26.0%	32.3%	24.0%	30.9%	23.0%	9.6%	35.4%	8.3%	40.7%	34.3%	19.3%	33.2%	11.3%	35.7%	23.9%	35.6%	18.3%	26.8%	23.6%	46.8%	23.1%
DK/REFUSED	21.3%	32.6%	26.5%	24.4%	18.2%	23.3%	23.9%	25.0%	33.6%	16.8%	25.1%	7.6%	20.3%	28.6%	28.0%	17.0%	23.7%	15.8%	28.5%	17.4%	36.3%
Net Diff.	-1.0%	-19.3%	-4.4%	-6.6%	1.0%	14.1%	-9.0%	25.6%	-35.2%	-10.8%	7.4%	2.9%	20.5%	-28.3%	-0.3%	-12.0%	6.7%	-4.0%	10.4%	-59.1%	8.7%
Mean	2.40	1.97	2.39	2.22	2.46	2.87	2.32	3.00	1.70	2.25	2.55	2.46	2.78	1.91	2.39	2.19	2.54	2.56	2.58	1.71	2.49

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
SUPPORT	38.8%	39.6%	14.1%	39.1%	48.6%	39.1%	43.6%	49.5%	33.2%	50.0%	47.1%	28.8%	33.4%	39.4%	39.1%	40.8%	40.4%	30.0%	29.5%
Strongly	19.0%	19.0%	4.4%	12.0%	26.9%	20.9%	21.9%	21.6%	20.0%	32.2%	22.7%	5.4%	19.6%	17.3%	19.3%	28.4%	27.7%	18.8%	15.0%
Somewhat	19.8%	20.6%	9.6%	27.1%	21.6%	18.2%	21.6%	28.0%	13.1%	17.9%	24.4%	23.4%	13.8%	22.1%	19.8%	12.4%	12.7%	11.2%	14.5%
OPPOSE	39.8%	48.3%	53.1%	57.2%	43.0%	36.3%	37.8%	36.6%	35.4%	46.6%	35.3%	50.1%	37.1%	48.9%	37.4%	45.3%	33.4%	46.3%	40.1%
Somewhat	13.8%	13.0%	4.6%	13.0%	16.0%	15.7%	17.4%	12.7%	15.7%	14.5%	16.6%	11.6%	15.1%	12.2%	17.3%	17.8%	10.2%	9.4%	14.6%
Strongly	26.0%	35.3%	48.5%	44.2%	27.1%	20.6%	20.3%	23.9%	19.7%	32.1%	18.6%	38.6%	22.0%	36.7%	20.1%	27.5%	23.2%	36.8%	25.5%
DK/REFUSED	21.3%	12.1%	32.8%	3.7%	8.4%	24.6%	18.7%	13.9%	31.4%	3.4%	17.6%	21.1%	29.5%	11.7%	23.6%	13.9%	26.1%	23.7%	30.3%
Net Diff.	-1.0%	-8.7%	-39.1%	-18.1%	5.5%	2.8%	5.8%	13.0%	-2.3%	3.4%	11.9%	-21.4%	-3.7%	-9.5%	1.7%	-4.4%	7.0%	-16.2%	-10.6%
Mean	2.40	2.27	1.55	2.07	2.53	2.52	2.56	2.55	2.49	2.52	2.62	1.94	2.44	2.23	2.50	2.49	2.61	2.16	2.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 12

	TOTAL							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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
SUPPORT	38.8%	38.8%	39.8%	28.8%	47.6%	61.8%	100.0%	48.6%	46.5%	36.5%	32.7%	61.8%	100.0%	30.6%	33.4%	23.0%	54.9%	-	100.0%		
Strongly	19.0%	17.3%	27.4%	15.8%	34.7%	61.8%	72.0%	23.7%	34.6%	21.8%	32.7%	61.8%	53.7%	11.9%	20.6%	11.3%	35.7%	-	100.0%		
Somewhat	19.8%	21.5%	12.3%	13.0%	12.9%	-	28.0%	24.9%	11.8%	14.8%	-	-	46.3%	18.6%	12.8%	11.7%	19.2%	-	-		
OPPOSE	39.8%	40.6%	37.1%	40.9%	34.3%	37.9%	-	39.1%	39.8%	40.0%	67.3%	37.9%	-	41.8%	34.6%	41.6%	18.1%	-	-		
Somewhat	13.8%	14.1%	12.8%	12.5%	12.1%	22.1%	-	13.9%	18.0%	22.0%	-	22.1%	-	14.2%	8.0%	5.4%	18.1%	-	-		
Strongly	26.0%	26.5%	24.3%	28.4%	22.1%	15.8%	-	25.2%	21.9%	18.0%	67.3%	15.8%	-	27.6%	26.6%	36.3%	-	-	-		
DK/REFUSED	21.3%	20.6%	23.1%	30.3%	18.1%	0.2%	-	12.3%	13.7%	23.5%	-	0.2%	-	27.6%	32.0%	35.4%	27.0%	-	-		
Net Diff.	-1.0%	-1.8%	2.6%	-12.1%	13.3%	23.9%	100.0%	9.6%	6.6%	-3.4%	-34.6%	23.9%	100.0%	-11.3%	-1.2%	-18.6%	36.8%	-	100.0%		
Mean	2.40	2.37	2.56	2.23	2.74	3.08	3.72	2.54	2.69	2.53	1.98	3.08	3.54	2.21	2.40	1.97	3.24	-	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	38.8%	59.0%	46.6%	41.1%	36.2%	24.8%	51.8%	34.0%	46.4%	29.9%	43.5%	24.8%	57.6%	43.4%	54.6%	39.1%	53.4%	31.7%
Strongly	19.0%	39.1%	22.0%	18.8%	19.1%	8.0%	29.3%	15.1%	23.9%	12.9%	22.6%	8.0%	34.0%	21.6%	28.2%	22.3%	30.0%	12.3%
Somewhat	19.8%	19.9%	24.5%	22.3%	17.1%	16.9%	22.6%	18.9%	22.4%	17.0%	20.9%	16.9%	23.6%	21.8%	26.4%	16.8%	23.4%	19.3%
OPPOSE	39.8%	11.6%	25.9%	45.1%	42.7%	52.6%	19.8%	47.1%	32.7%	48.2%	35.5%	52.6%	23.9%	47.0%	33.6%	47.1%	34.4%	54.3%
Somewhat	13.8%	0.5%	8.1%	21.4%	12.1%	16.4%	4.9%	17.0%	13.3%	14.5%	12.9%	16.4%	7.9%	18.1%	13.1%	16.8%	13.1%	19.6%
Strongly	26.0%	11.0%	17.9%	23.7%	30.6%	36.2%	15.0%	30.0%	19.4%	33.7%	22.6%	36.2%	16.0%	28.9%	20.5%	30.3%	21.4%	34.7%
DK/REFUSED	21.3%	29.5%	27.5%	13.8%	21.1%	22.6%	28.3%	19.0%	20.9%	21.9%	21.0%	22.6%	18.5%	9.6%	11.7%	13.8%	12.1%	14.0%
Net Diff.	-1.0%	47.4%	20.7%	-4.0%	-6.5%	-27.8%	32.0%	-13.1%	13.7%	-18.3%	8.0%	-27.8%	33.8%	-3.5%	21.0%	-8.0%	19.0%	-22.7%
Mean	2.40	3.23	2.70	2.42	2.31	1.96	2.92	2.23	2.64	2.12	2.55	1.96	2.93	2.40	2.71	2.36	2.71	2.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
SUPPORT	38.8%	43.3%	27.3%	37.8%	23.5%	34.5%	19.8%	48.2%	30.9%	28.0%	45.2%	43.9%	52.9%	47.5%	40.5%	34.1%	35.7%	
Strongly	19.0%	22.3%	10.4%	19.4%	6.5%	15.9%	4.8%	25.8%	13.3%	9.6%	21.9%	26.0%	13.3%	35.6%	20.3%	20.5%	13.7%	
Somewhat	19.8%	21.0%	16.9%	18.3%	17.0%	18.7%	15.0%	22.4%	17.6%	18.3%	23.3%	17.9%	39.6%	11.9%	20.2%	13.7%	22.0%	
OPPOSE	39.8%	13.9%	47.1%	31.7%	48.9%	36.5%	51.3%	39.2%	40.4%	55.7%	33.8%	29.1%	21.0%	27.1%	35.6%	43.9%	45.7%	
Somewhat	13.8%	0.5%	16.3%	13.4%	12.9%	12.8%	14.0%	14.6%	13.1%	20.1%	13.9%	7.1%	0.7%	9.7%	20.2%	11.0%	16.0%	
Strongly	26.0%	13.5%	30.9%	18.3%	36.0%	23.6%	37.3%	24.6%	27.3%	35.6%	19.9%	22.1%	20.3%	17.4%	15.4%	32.9%	29.8%	
DK/REFUSED	21.3%	42.8%	25.6%	30.5%	27.5%	29.0%	28.9%	12.6%	28.8%	16.3%	21.0%	26.9%	26.2%	25.5%	23.9%	22.0%	18.5%	
Net Diff.	-1.0%	29.3%	-19.8%	6.0%	-25.4%	-1.9%	-31.5%	9.0%	-9.5%	-27.8%	11.4%	14.8%	31.9%	20.4%	4.9%	-9.8%	-10.0%	
Mean	2.40	2.91	2.09	2.56	1.92	2.38	1.82	2.57	2.24	2.02	2.60	2.66	2.62	2.88	2.60	2.28	2.24	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

9. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
SUPPORT	38.8%	42.4%	36.1%	35.4%	53.0%	27.3%	37.4%	52.1%	52.3%	49.9%	28.6%	26.4%	100.0%	22.0%	
Strongly	19.0%	21.7%	21.5%	16.6%	18.1%	7.8%	18.8%	34.9%	38.9%	-	15.3%	16.1%	-	17.1%	
Somewhat	19.8%	20.6%	14.6%	18.8%	34.9%	19.5%	18.5%	17.2%	13.4%	49.9%	13.3%	10.4%	100.0%	4.9%	
OPPOSE	39.8%	39.2%	33.0%	44.0%	32.7%	58.2%	48.3%	19.6%	16.0%	50.1%	41.6%	25.2%	-	26.8%	
Somewhat	13.8%	13.1%	8.7%	18.5%	12.7%	20.7%	17.0%	12.4%	8.0%	50.1%	20.2%	9.6%	-	10.2%	
Strongly	26.0%	26.0%	24.3%	25.5%	20.0%	37.5%	31.3%	7.2%	8.0%	-	21.5%	15.6%	-	16.6%	
DK/REFUSED	21.3%	18.5%	30.9%	20.5%	14.2%	14.5%	14.3%	28.3%	31.6%	-	29.8%	48.3%	-	51.2%	
Net Diff.	-1.0%	3.2%	3.1%	-8.6%	20.3%	-30.9%	-10.9%	32.5%	36.3%	-0.2%	-13.1%	1.2%	100.0%	-4.8%	
Mean	2.40	2.47	2.48	2.33	2.60	1.97	2.29	3.11	3.22	2.50	2.32	2.52	3.00	2.46	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

10. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	49.8%	52.1%	51.5%	44.5%	43.8%	49.7%	50.3%	46.0%	70.8%	68.3%	67.5%	80.6%	32.9%	33.7%	-	27.8%
Strongly	33.6%	38.7%	33.8%	26.7%	22.0%	36.4%	23.8%	23.5%	25.5%	50.3%	49.4%	63.6%	17.9%	18.3%	-	16.3%
Somewhat	16.2%	13.4%	17.7%	17.9%	21.8%	13.3%	26.5%	22.5%	45.2%	18.0%	18.1%	17.0%	15.0%	15.4%	-	11.4%
OPPOSE	42.2%	41.9%	33.8%	55.0%	45.9%	42.1%	42.6%	45.5%	29.2%	25.5%	25.9%	19.4%	58.0%	57.8%	66.6%	58.3%
Somewhat	13.3%	12.8%	9.6%	16.1%	20.7%	14.5%	9.3%	11.3%	-	7.2%	6.4%	19.4%	18.5%	19.0%	-	23.3%
Strongly	28.9%	29.2%	24.2%	38.9%	25.2%	27.6%	33.4%	34.2%	29.2%	18.3%	19.6%	-	39.4%	38.8%	66.6%	35.0%
DK/REFUSED	8.0%	5.9%	14.7%	0.5%	10.4%	8.3%	7.0%	8.5%	-	6.2%	6.6%	-	9.1%	8.5%	33.4%	14.0%
Net Diff.	7.6%	10.2%	17.6%	-10.5%	-2.1%	7.6%	7.7%	0.5%	41.6%	42.8%	41.5%	61.2%	-25.0%	-24.1%	-66.6%	-30.5%
Mean	2.59	2.66	2.72	2.32	2.45	2.64	2.44	2.39	2.67	3.07	3.04	3.44	2.13	2.14	1.00	2.11



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	49.8%	78.2%	23.6%	52.3%	47.1%	34.8%	61.8%	53.2%	51.5%	98.5%	100.0%	45.9%	52.3%
Strongly	33.6%	52.7%	14.0%	41.4%	29.1%	23.2%	48.5%	34.5%	34.6%	61.3%	-	32.9%	36.0%
Somewhat	16.2%	25.5%	9.6%	10.9%	18.0%	11.6%	13.3%	18.6%	16.9%	37.2%	100.0%	12.9%	16.3%
OPPOSE	42.2%	16.0%	65.7%	38.1%	45.8%	57.3%	38.2%	36.2%	40.8%	-	-	46.0%	38.6%
Somewhat	13.3%	6.8%	30.0%	11.5%	12.3%	24.1%	8.5%	11.4%	11.5%	-	-	15.9%	12.7%
Strongly	28.9%	9.2%	35.7%	26.6%	33.5%	33.2%	29.7%	24.8%	29.3%	-	-	30.1%	25.9%
DK/REFUSED	8.0%	5.8%	10.7%	9.6%	7.2%	7.9%	-	10.6%	7.7%	1.5%	-	8.1%	9.0%
Net Diff.	7.6%	62.2%	-42.1%	14.1%	1.3%	-22.5%	23.6%	16.9%	10.6%	98.5%	100.0%	-0.1%	13.7%
Mean	2.59	3.29	2.02	2.74	2.46	2.27	2.81	2.70	2.62	3.62	3.00	2.53	2.69

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	49.8%	63.6%	39.2%	54.1%	29.1%	14.5%	48.3%	35.1%	67.3%	67.2%	100.0%	33.3%	33.5%	9.0%	35.6%
Strongly	33.6%	44.9%	29.4%	36.5%	21.7%	6.4%	16.0%	24.7%	49.3%	49.2%	88.4%	18.4%	18.5%	-	24.4%
Somewhat	16.2%	18.7%	9.8%	17.5%	7.3%	8.1%	32.4%	10.4%	18.0%	18.0%	11.6%	14.9%	14.9%	9.0%	11.2%
OPPOSE	42.2%	31.5%	57.3%	35.9%	64.1%	72.5%	31.0%	53.1%	27.2%	27.3%	-	58.0%	57.8%	91.0%	34.3%
Somewhat	13.3%	8.1%	8.4%	15.9%	21.3%	24.6%	4.7%	41.6%	8.0%	8.0%	-	19.7%	19.2%	91.0%	1.0%
Strongly	28.9%	23.4%	49.0%	20.0%	42.8%	47.9%	26.3%	11.4%	19.2%	19.3%	-	38.3%	38.6%	-	33.4%
DK/REFUSED	8.0%	4.9%	3.4%	10.0%	6.8%	12.9%	20.7%	11.8%	5.5%	5.5%	-	8.7%	8.8%	-	30.0%
Net Diff.	7.6%	32.2%	-18.1%	18.1%	-35.1%	-58.0%	17.3%	-18.0%	40.1%	40.0%	100.0%	-24.7%	-24.3%	-82.0%	1.3%
Mean	2.59	2.90	2.20	2.78	2.09	1.69	2.48	2.55	3.03	3.03	3.88	2.15	2.15	2.09	2.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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 HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
SUPPORT	49.8%	69.4%	68.5%	85.4%	32.9%	34.2%	-	31.0%	78.4%	41.0%
Strongly	33.6%	51.5%	50.4%	70.5%	18.3%	19.0%	-	15.6%	54.7%	28.1%
Somewhat	16.2%	17.9%	18.1%	14.9%	14.6%	15.2%	-	15.4%	23.8%	12.9%
OPPOSE	42.2%	25.9%	26.6%	14.6%	59.4%	58.9%	73.8%	41.6%	15.1%	24.4%
Somewhat	13.3%	7.4%	7.8%	-	19.6%	20.3%	-	13.2%	7.9%	1.1%
Strongly	28.9%	18.6%	18.8%	14.6%	39.9%	38.5%	73.8%	28.4%	7.2%	23.3%
DK/REFUSED	8.0%	4.6%	4.9%	-	7.7%	6.9%	26.2%	27.4%	6.4%	34.5%
Net Diff.	7.6%	43.5%	41.9%	70.9%	-26.5%	-24.7%	-73.8%	-10.6%	63.3%	16.6%
Mean	2.59	3.07	3.05	3.41	2.12	2.16	1.00	2.25	3.35	2.70

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

10. 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		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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2		
SUPPORT	49.8%	47.9%	61.4%	53.1%	53.8%	100.0%	-	59.3%	17.5%	44.6%	62.9%	62.6%	65.2%	49.3%	65.2%	60.3%	33.4%	53.2%	53.1%	64.1%	-		
Strongly	33.6%	33.3%	39.4%	35.0%	36.2%	67.4%	-	41.9%	7.1%	26.0%	52.4%	51.8%	58.7%	32.8%	58.7%	42.4%	22.4%	33.8%	33.0%	48.4%	-		
Somewhat	16.2%	14.6%	22.0%	18.1%	17.5%	32.6%	-	17.4%	10.4%	18.6%	10.5%	10.8%	6.5%	16.5%	6.5%	17.9%	11.0%	19.3%	20.1%	15.7%	-		
OPPOSE	42.2%	43.8%	35.5%	40.0%	42.2%	-	100.0%	35.0%	75.0%	47.6%	30.1%	27.4%	28.5%	42.3%	28.5%	33.0%	58.3%	37.6%	38.2%	34.8%	23.7%		
Somewhat	13.3%	15.1%	6.3%	10.6%	16.0%	-	31.5%	12.1%	18.1%	16.0%	9.2%	6.6%	-	13.5%	-	7.2%	17.2%	16.9%	19.1%	-	-		
Strongly	28.9%	28.7%	29.2%	29.4%	26.2%	-	68.5%	22.9%	56.9%	31.6%	20.9%	20.8%	28.5%	28.7%	28.5%	25.8%	41.0%	20.7%	19.1%	34.8%	23.7%		
DK/REFUSED	8.0%	8.3%	3.1%	6.9%	4.0%	-	-	5.6%	7.5%	7.8%	7.0%	10.0%	6.2%	8.4%	6.2%	6.7%	8.4%	9.2%	8.7%	1.1%	76.3%		
Net Diff.	7.6%	4.1%	26.0%	13.1%	11.5%	100.0%	-100%	24.3%	-57.5%	-3.0%	32.8%	35.2%	36.7%	7.1%	36.7%	27.3%	-24.9%	15.6%	14.9%	29.3%	-23.7%		
Mean	2.59	2.57	2.74	2.63	2.66	3.67	1.32	2.83	1.65	2.42	3.01	3.04	3.02	2.58	3.02	2.82	2.16	2.73	2.73	2.79	1.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	49.8%	67.0%	25.0%	54.0%	52.5%	38.8%	52.6%	62.0%	28.8%	47.3%	44.5%	44.0%	89.9%	47.5%	39.2%	81.8%
Strongly	33.6%	45.1%	9.3%	33.7%	39.3%	30.9%	33.9%	43.0%	15.7%	26.8%	37.1%	37.0%	77.7%	47.5%	34.4%	81.8%
Somewhat	16.2%	21.9%	15.7%	20.3%	13.2%	7.9%	18.6%	19.0%	13.1%	20.5%	7.5%	7.0%	12.2%	-	4.7%	-
OPPOSE	42.2%	29.5%	63.0%	36.4%	37.0%	55.2%	38.5%	31.8%	62.2%	42.0%	44.6%	48.6%	10.1%	52.5%	52.2%	18.2%
Somewhat	13.3%	6.0%	13.7%	18.0%	8.6%	19.5%	16.0%	6.8%	18.8%	19.5%	11.2%	14.5%	-	-	12.9%	-
Strongly	28.9%	23.6%	49.3%	18.4%	28.4%	35.7%	22.5%	25.0%	43.4%	22.4%	33.3%	34.1%	10.1%	52.5%	39.3%	18.2%
DK/REFUSED	8.0%	3.5%	12.0%	9.6%	10.4%	6.0%	9.0%	6.2%	8.9%	10.7%	10.9%	7.5%	-	-	8.6%	-
Net Diff.	7.6%	37.4%	-38.0%	17.6%	15.5%	-16.4%	14.1%	30.2%	-33.4%	5.3%	-0.0%	-4.6%	79.9%	-4.9%	-13.1%	63.6%
Mean	2.59	2.92	1.83	2.77	2.71	2.36	2.70	2.85	2.01	2.58	2.54	2.51	3.58	2.43	2.38	3.45

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMO-CRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
SUPPORT	49.8%	58.3%	59.6%	37.6%	31.5%	43.8%	44.5%	59.7%	51.3%	66.6%	52.4%	32.5%	49.0%	60.3%	39.9%	40.5%	59.1%	34.9%	38.4%	62.1%	
Strongly	33.6%	44.4%	36.0%	22.7%	16.2%	29.3%	26.3%	43.0%	40.1%	45.4%	52.4%	17.3%	22.3%	39.8%	25.2%	29.8%	46.8%	17.5%	20.9%	43.2%	
Somewhat	16.2%	13.9%	23.6%	14.9%	15.3%	14.5%	18.2%	16.7%	11.2%	21.2%	-	15.3%	26.8%	20.5%	14.8%	10.8%	12.3%	17.4%	17.5%	18.9%	
OPPOSE	42.2%	34.2%	35.0%	52.7%	57.4%	48.1%	45.7%	33.5%	40.9%	27.5%	35.8%	50.5%	43.8%	34.7%	53.8%	47.3%	32.2%	57.0%	50.6%	30.0%	
Somewhat	13.3%	8.0%	5.2%	18.3%	16.6%	20.1%	14.5%	8.9%	14.0%	4.7%	12.8%	-	21.6%	10.4%	26.6%	8.3%	7.1%	21.4%	15.4%	7.4%	
Strongly	28.9%	26.1%	29.8%	34.4%	40.8%	28.0%	31.1%	24.6%	26.9%	22.8%	23.0%	50.5%	22.1%	24.3%	27.1%	39.0%	25.1%	35.5%	35.2%	22.6%	
DK/REFUSED	8.0%	7.6%	5.3%	9.6%	11.1%	8.1%	9.9%	6.8%	7.8%	5.9%	11.8%	17.0%	7.2%	5.0%	6.3%	12.2%	8.8%	8.1%	11.0%	7.9%	
Net Diff.	7.6%	24.1%	24.6%	-15.1%	-25.9%	-4.3%	-1.2%	26.2%	10.3%	39.1%	16.6%	-17.9%	5.3%	25.7%	-13.8%	-6.8%	26.9%	-22.0%	-12.2%	32.1%	
Mean	2.59	2.83	2.69	2.29	2.08	2.49	2.44	2.84	2.70	2.95	2.93	1.99	2.53	2.80	2.41	2.36	2.89	2.18	2.27	2.90	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	49.8%	53.8%	67.1%	46.1%	57.1%	63.4%	26.3%	65.1%	34.6%	31.7%	51.8%	47.3%	56.7%	40.8%	61.9%	40.8%	52.9%	40.9%	55.9%	40.2%
Strongly	33.6%	53.8%	45.5%	41.9%	57.1%	53.6%	26.3%	47.9%	19.3%	11.9%	34.6%	31.2%	37.7%	28.0%	32.5%	28.5%	41.5%	27.5%	34.0%	27.2%
Somewhat	16.2%	-	21.6%	4.1%	-	9.7%	-	17.2%	15.2%	19.8%	17.2%	16.1%	18.9%	12.9%	29.4%	12.3%	11.3%	13.3%	21.9%	13.0%
OPPOSE	42.2%	27.7%	26.2%	53.8%	29.5%	27.6%	73.7%	28.9%	56.3%	15.1%	36.9%	45.9%	35.4%	53.1%	34.1%	51.9%	36.3%	54.2%	35.2%	53.6%
Somewhat	13.3%	-	12.7%	17.4%	-	9.3%	20.2%	7.7%	19.3%	3.9%	12.7%	14.1%	7.8%	19.5%	9.3%	12.4%	6.7%	25.8%	8.6%	20.3%
Strongly	28.9%	27.7%	13.5%	36.4%	29.5%	18.3%	53.5%	21.2%	37.0%	11.1%	24.2%	31.7%	27.6%	33.6%	24.9%	39.5%	29.6%	28.4%	26.6%	33.4%
DK/REFUSED	8.0%	18.6%	6.7%	0.1%	13.4%	9.0%	-	6.0%	9.1%	53.2%	11.4%	6.8%	7.9%	6.0%	3.9%	7.2%	10.8%	5.0%	8.9%	6.2%
Net Diff.	7.6%	26.1%	40.9%	-7.8%	27.7%	35.8%	-47.5%	36.1%	-21.7%	16.7%	14.9%	1.4%	21.3%	-12.3%	27.8%	-11.1%	16.6%	-13.3%	20.7%	-13.5%
Mean	2.59	2.98	3.06	2.52	2.98	3.09	1.99	2.98	2.19	2.69	2.70	2.50	2.73	2.37	2.72	2.32	2.73	2.42	2.69	2.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
SUPPORT	49.8%	62.1%	44.5%	54.1%	34.0%	46.3%	46.1%	47.2%	46.6%	45.4%	45.8%	41.9%	47.2%	69.0%	43.8%	61.7%	37.8%	53.5%	45.8%	52.4%	50.6%	
Strongly	33.6%	55.1%	32.1%	47.8%	33.2%	27.1%	33.0%	28.2%	26.7%	26.1%	36.8%	22.0%	31.9%	54.0%	38.8%	61.7%	31.1%	35.1%	30.7%	33.3%	29.8%	
Somewhat	16.2%	7.1%	12.4%	6.3%	0.8%	19.2%	13.1%	19.0%	19.9%	19.3%	9.0%	20.0%	15.3%	15.0%	5.0%	-	6.7%	18.4%	15.0%	19.1%	20.8%	
OPPOSE	42.2%	33.7%	50.3%	39.4%	58.2%	45.7%	45.5%	45.2%	43.8%	46.2%	46.6%	48.5%	44.6%	31.0%	47.1%	38.3%	50.0%	38.7%	45.9%	39.8%	41.8%	
Somewhat	13.3%	4.5%	15.4%	-	15.9%	15.1%	12.8%	19.5%	2.1%	11.0%	19.2%	16.0%	13.9%	10.4%	8.9%	8.8%	6.4%	10.8%	15.5%	6.7%	15.2%	
Strongly	28.9%	29.2%	34.8%	39.4%	42.3%	30.6%	32.8%	25.7%	41.7%	35.2%	27.4%	32.5%	30.7%	20.6%	38.2%	29.5%	43.6%	27.9%	30.4%	33.1%	26.6%	
DK/REFUSED	8.0%	4.2%	5.3%	6.5%	7.8%	8.0%	8.3%	7.7%	9.6%	8.4%	7.6%	9.6%	8.2%	-	9.1%	-	12.2%	7.7%	8.4%	7.7%	7.6%	
Net Diff.	7.6%	28.4%	-5.8%	14.7%	-24.2%	0.6%	0.6%	2.0%	2.9%	-0.7%	-0.8%	-6.6%	2.6%	38.0%	-3.2%	23.3%	-12.2%	14.8%	-0.1%	12.6%	8.9%	
Mean	2.59	2.92	2.44	2.67	2.27	2.47	2.51	2.54	2.35	2.40	2.60	2.35	2.53	3.02	2.49	2.94	2.29	2.66	2.50	2.57	2.58	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

10. 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: 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	49.8%	54.4%	41.4%	53.6%	44.0%	53.2%	55.0%	42.1%	51.9%	68.1%	34.6%	71.8%	27.2%	63.3%	39.0%	65.7%	33.3%	81.0%	40.9%	85.3%	37.0%
Strongly	33.6%	36.5%	31.6%	33.4%	27.3%	43.5%	47.2%	33.1%	51.9%	50.4%	20.1%	50.2%	9.7%	50.7%	26.2%	48.1%	15.7%	63.5%	38.0%	73.0%	36.6%
Somewhat	16.2%	17.9%	9.8%	20.2%	16.7%	9.7%	7.8%	9.1%	-	17.6%	14.5%	21.6%	17.5%	12.6%	12.7%	17.7%	17.6%	17.5%	2.8%	12.3%	0.4%
OPPOSE	42.2%	37.9%	49.5%	39.2%	46.5%	36.5%	41.2%	41.4%	48.1%	24.5%	56.3%	23.5%	60.9%	25.9%	53.6%	25.5%	57.9%	19.0%	48.6%	14.7%	54.1%
Somewhat	13.3%	14.1%	15.7%	13.0%	15.1%	-	17.9%	-	15.2%	6.9%	19.0%	6.2%	17.6%	7.7%	19.8%	7.1%	21.4%	5.9%	10.0%	-	8.8%
Strongly	28.9%	23.8%	33.7%	26.2%	31.4%	36.5%	23.3%	41.4%	32.8%	17.6%	37.3%	17.2%	43.4%	18.2%	33.8%	18.5%	36.5%	13.1%	38.6%	14.7%	45.4%
DK/REFUSED	8.0%	7.7%	9.1%	7.2%	9.5%	10.3%	3.8%	16.5%	-	7.4%	9.1%	4.8%	11.8%	10.8%	7.5%	8.7%	8.8%	-	10.5%	-	8.8%
Net Diff.	7.6%	16.6%	-8.0%	14.4%	-2.5%	16.6%	13.8%	0.7%	3.9%	43.6%	-21.7%	48.3%	-33.7%	37.4%	-14.6%	40.2%	-24.6%	62.0%	-7.7%	70.6%	-17.1%
Mean	2.59	2.73	2.43	2.66	2.44	2.67	2.82	2.40	2.71	3.09	2.19	3.10	1.93	3.07	2.34	3.04	2.14	3.31	2.45	3.44	2.31

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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 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.					
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
SUPPORT	49.8%	69.1%	68.6%	60.3%	73.0%	37.2%	37.8%	33.9%	38.0%	71.5%	38.0%	66.7%	36.7%	70.3%	33.7%	63.2%	52.3%	58.5%	45.3%
Strongly	33.6%	50.6%	42.6%	51.7%	53.0%	21.2%	21.1%	17.5%	22.5%	50.7%	16.7%	50.6%	24.4%	49.5%	16.0%	57.0%	42.3%	48.0%	45.3%
Somewhat	16.2%	18.5%	25.9%	8.6%	20.0%	16.0%	16.7%	16.4%	15.5%	20.8%	21.3%	16.1%	12.3%	20.8%	17.7%	6.1%	10.0%	10.6%	-
OPPOSE	42.2%	27.4%	22.7%	36.1%	25.4%	51.9%	47.8%	53.5%	53.9%	26.9%	49.9%	27.9%	53.4%	25.7%	55.3%	36.8%	37.3%	41.5%	45.0%
Somewhat	13.3%	8.2%	4.7%	10.9%	8.2%	17.9%	11.9%	32.7%	16.8%	7.3%	15.1%	9.0%	19.8%	7.4%	20.1%	12.0%	9.6%	10.1%	9.5%
Strongly	28.9%	19.3%	18.0%	25.2%	17.3%	34.1%	36.0%	20.8%	37.1%	19.6%	34.8%	18.9%	33.6%	18.2%	35.2%	24.9%	27.7%	31.3%	35.4%
DK/REFUSED	8.0%	3.4%	8.8%	3.5%	1.6%	10.8%	14.3%	12.6%	8.1%	1.6%	12.1%	5.4%	9.9%	4.1%	11.0%	-	10.4%	-	9.7%
Net Diff.	7.6%	41.7%	45.9%	24.2%	47.5%	-14.7%	-10.0%	-19.7%	-15.9%	44.6%	-11.8%	38.8%	-16.7%	44.6%	-21.7%	26.3%	15.0%	17.1%	0.3%
Mean	2.59	3.04	3.02	2.90	3.10	2.27	2.27	2.35	2.25	3.04	2.23	3.04	2.31	3.06	2.16	2.95	2.75	2.75	2.61

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
SUPPORT	49.8%	48.8%	55.3%	48.2%	62.8%	62.5%	100.0%	53.1%	48.0%	40.1%	26.8%	62.5%	100.0%	45.3%	62.1%	54.3%	80.5%	-	100.0%
Strongly	33.6%	30.8%	46.9%	44.8%	54.0%	22.1%	100.0%	32.5%	31.4%	33.0%	-	22.1%	100.0%	29.4%	61.6%	53.7%	80.5%	-	100.0%
Somewhat	16.2%	18.0%	8.3%	3.4%	8.8%	40.4%	-	20.5%	16.7%	7.2%	26.8%	40.4%	-	15.9%	0.5%	0.6%	-	-	-
OPPOSE	42.2%	42.8%	38.4%	45.5%	24.4%	37.2%	-	38.7%	47.7%	52.7%	73.2%	37.2%	-	46.2%	29.6%	40.1%	0.5%	-	-
Somewhat	13.3%	14.0%	10.3%	9.4%	24.1%	-	-	10.3%	16.7%	14.3%	73.2%	-	-	17.1%	4.2%	5.8%	-	-	-
Strongly	28.9%	28.8%	28.1%	36.1%	0.3%	37.2%	-	28.4%	31.0%	38.4%	-	37.2%	-	29.2%	25.3%	34.3%	0.5%	-	-
DK/REFUSED	8.0%	8.4%	6.3%	6.3%	12.8%	0.2%	-	8.3%	4.2%	7.2%	-	0.2%	-	8.5%	8.3%	5.6%	19.0%	-	-
Net Diff.	7.6%	6.1%	16.9%	2.8%	38.4%	25.3%	100.0%	14.4%	0.3%	-12.5%	-46.3%	25.3%	100.0%	-1.0%	32.5%	14.2%	80.0%	-	100.0%
Mean	2.59	2.56	2.79	2.61	3.34	2.48	4.00	2.62	2.51	2.37	2.27	2.48	4.00	2.50	3.07	2.78	3.98	-	4.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	49.8%	53.9%	47.8%	56.1%	56.8%	36.5%	50.3%	49.4%	53.3%	45.5%	54.3%	36.5%	41.6%	57.5%	49.6%	55.8%	55.3%	42.2%
Strongly	33.6%	19.5%	38.6%	41.3%	38.1%	24.1%	30.5%	34.3%	36.0%	30.3%	36.6%	24.1%	25.2%	35.9%	32.7%	31.7%	35.3%	22.8%
Somewhat	16.2%	34.4%	9.2%	14.8%	18.7%	12.4%	19.8%	15.1%	17.3%	15.2%	17.7%	12.4%	16.3%	21.6%	16.9%	24.1%	19.9%	19.5%
OPPOSE	42.2%	37.9%	44.3%	36.8%	32.8%	56.5%	41.6%	42.6%	39.1%	46.0%	37.3%	56.5%	48.1%	36.4%	44.5%	34.4%	38.1%	47.4%
Somewhat	13.3%	22.1%	11.9%	13.2%	13.6%	10.4%	16.2%	12.3%	14.7%	11.8%	14.4%	10.4%	16.4%	9.0%	13.2%	9.0%	11.3%	12.3%
Strongly	28.9%	15.8%	32.4%	23.5%	19.2%	46.1%	25.4%	30.3%	24.4%	34.2%	23.0%	46.1%	31.8%	27.4%	31.3%	25.4%	26.9%	35.1%
DK/REFUSED	8.0%	8.3%	8.0%	7.1%	10.4%	7.0%	8.1%	8.0%	7.6%	8.5%	8.4%	7.0%	10.3%	6.1%	5.9%	9.8%	6.6%	10.4%
Net Diff.	7.6%	16.0%	3.5%	19.4%	24.0%	-20.0%	8.8%	6.8%	14.2%	-0.5%	16.9%	-20.0%	-6.6%	21.1%	5.1%	21.4%	17.1%	-5.1%
Mean	2.59	2.63	2.59	2.80	2.85	2.16	2.60	2.58	2.70	2.46	2.74	2.16	2.39	2.70	2.54	2.69	2.68	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
SUPPORT	49.8%	63.3%	43.7%	57.2%	38.5%	53.4%	32.3%	52.1%	47.8%	43.4%	62.9%	43.7%	64.5%	53.1%	57.1%	44.0%	47.2%
Strongly	33.6%	38.3%	33.2%	39.4%	29.4%	37.8%	25.1%	32.3%	34.6%	28.5%	43.2%	29.5%	34.2%	33.2%	41.8%	24.5%	34.7%
Somewhat	16.2%	25.0%	10.4%	17.7%	9.1%	15.6%	7.2%	19.8%	13.2%	14.9%	19.7%	14.3%	30.3%	19.9%	15.2%	19.5%	12.5%
OPPOSE	42.2%	31.9%	47.0%	33.5%	53.9%	36.6%	63.2%	40.3%	43.8%	49.3%	33.5%	43.2%	34.8%	44.1%	36.8%	34.8%	46.6%
Somewhat	13.3%	15.9%	14.7%	16.2%	13.7%	17.2%	9.1%	11.5%	14.8%	12.2%	7.9%	19.6%	18.0%	14.5%	6.2%	6.6%	16.7%
Strongly	28.9%	16.0%	32.3%	17.3%	40.2%	19.4%	54.2%	28.8%	28.9%	37.1%	25.6%	23.6%	16.8%	29.6%	30.6%	28.2%	30.0%
DK/REFUSED	8.0%	4.8%	9.3%	9.4%	7.6%	10.0%	4.5%	7.5%	8.4%	7.3%	3.5%	13.1%	0.7%	2.8%	6.1%	21.2%	6.2%
Net Diff.	7.6%	31.3%	-3.3%	23.7%	-15.5%	16.8%	-30.9%	11.8%	4.1%	-6.0%	29.4%	0.5%	29.7%	9.1%	20.3%	9.2%	0.5%
Mean	2.59	2.90	2.49	2.87	2.30	2.80	2.03	2.60	2.58	2.37	2.83	2.57	2.82	2.58	2.73	2.51	2.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

10. 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	109	75	64	25	27	45	20	18	2	7	23	1	22
SUPPORT	49.8%	51.9%	54.0%	47.5%	35.6%	47.9%	49.7%	70.2%	66.7%	100.0%	56.9%	44.2%	-	46.9%
Strongly	33.6%	31.8%	38.2%	36.3%	22.8%	31.0%	28.7%	51.1%	57.0%	-	41.6%	26.7%	-	28.4%
Somewhat	16.2%	20.1%	15.8%	11.2%	12.8%	16.9%	21.0%	19.1%	9.7%	100.0%	15.3%	17.5%	-	18.5%
OPPOSE	42.2%	44.6%	32.2%	47.4%	46.0%	44.4%	44.4%	22.8%	25.4%	-	27.9%	40.0%	-	42.4%
Somewhat	13.3%	13.9%	10.3%	11.4%	12.1%	24.9%	18.2%	9.1%	10.2%	-	-	25.9%	-	27.5%
Strongly	28.9%	30.8%	21.9%	36.1%	33.9%	19.5%	26.1%	13.7%	15.2%	-	27.9%	14.1%	-	14.9%
DK/REFUSED	8.0%	3.5%	13.8%	5.0%	18.4%	7.7%	5.9%	7.0%	7.8%	-	15.2%	15.8%	100.0%	10.7%
Net Diff.	7.6%	7.3%	21.8%	0.1%	-10.4%	3.5%	5.3%	47.4%	41.3%	100.0%	29.0%	4.2%	-	4.4%
Mean	2.59	2.55	2.82	2.50	2.30	2.64	2.56	3.16	3.18	3.00	2.83	2.68	-	2.68

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	71.8%	71.8%	78.4%	63.7%	66.6%	73.1%	67.3%	68.0%	63.9%	92.3%	91.8%	99.0%	51.8%	51.4%	66.6%	56.9%
Strongly	51.1%	52.0%	56.3%	42.2%	46.7%	53.4%	43.1%	45.0%	33.9%	74.8%	74.4%	79.6%	27.9%	27.8%	30.1%	34.1%
Somewhat	20.7%	19.8%	22.1%	21.4%	19.9%	19.7%	24.3%	23.0%	30.0%	17.5%	17.4%	19.4%	23.9%	23.6%	36.5%	22.9%
OPPOSE	16.3%	16.0%	10.3%	23.2%	23.2%	16.8%	14.8%	15.6%	11.2%	4.8%	5.1%	1.0%	29.3%	30.0%	-	11.8%
Somewhat	6.4%	3.5%	6.4%	12.3%	9.4%	6.9%	4.6%	3.2%	11.2%	3.4%	3.5%	1.0%	9.6%	9.9%	-	5.9%
Strongly	10.0%	12.5%	3.9%	10.8%	13.8%	9.9%	10.2%	12.4%	-	1.5%	1.6%	-	19.7%	20.2%	-	5.9%
DK/REFUSED	11.9%	12.2%	11.3%	13.2%	10.2%	10.1%	17.9%	16.4%	24.9%	2.9%	3.1%	-	18.9%	18.6%	33.4%	31.3%
Net Diff.	55.5%	55.8%	68.1%	40.5%	43.4%	56.3%	52.5%	52.4%	52.8%	87.5%	86.8%	98.0%	22.4%	21.4%	66.6%	45.2%
Mean	3.28	3.27	3.47	3.09	3.11	3.30	3.22	3.20	3.30	3.71	3.70	3.79	2.74	2.73	3.45	3.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	71.8%	94.3%	38.3%	78.3%	70.0%	54.2%	78.5%	80.0%	72.7%	98.5%	-	60.9%	71.7%
Strongly	51.1%	85.0%	18.7%	52.6%	48.7%	30.0%	71.3%	56.9%	52.6%	98.5%	-	46.3%	51.2%
Somewhat	20.7%	9.3%	19.6%	25.7%	21.3%	24.2%	7.1%	23.1%	20.1%	-	-	14.6%	20.4%
OPPOSE	16.3%	5.7%	51.0%	15.5%	12.1%	36.1%	21.5%	15.1%	10.8%	1.5%	100.0%	33.3%	23.1%
Somewhat	6.4%	2.6%	13.0%	10.1%	4.0%	6.8%	8.1%	10.7%	4.3%	1.5%	-	5.1%	7.9%
Strongly	10.0%	3.0%	38.0%	5.4%	8.0%	29.4%	13.5%	4.4%	6.5%	-	100.0%	28.2%	15.2%
DK/REFUSED	11.9%	-	10.8%	6.2%	17.9%	9.7%	-	4.9%	16.5%	-	-	5.8%	5.3%
Net Diff.	55.5%	88.7%	-12.7%	62.8%	58.0%	18.0%	56.9%	65.0%	61.9%	97.0%	-100%	27.6%	48.6%
Mean	3.28	3.76	2.21	3.34	3.35	2.61	3.36	3.39	3.42	3.97	1.00	2.84	3.14



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	71.8%	88.2%	66.0%	74.5%	58.0%	29.4%	51.8%	49.4%	93.0%	93.0%	100.0%	53.2%	53.6%	9.0%	35.8%
Strongly	51.1%	66.7%	56.6%	52.7%	26.3%	17.0%	31.6%	35.9%	75.3%	75.4%	62.0%	28.6%	28.7%	9.0%	25.4%
Somewhat	20.7%	21.5%	9.4%	21.8%	31.7%	12.4%	20.2%	13.5%	17.7%	17.7%	38.0%	24.6%	24.8%	-	10.5%
OPPOSE	16.3%	7.8%	21.3%	17.1%	24.8%	44.8%	18.3%	9.5%	4.8%	4.8%	-	28.6%	28.8%	-	9.1%
Somewhat	6.4%	3.7%	0.1%	12.4%	3.6%	12.3%	9.0%	9.5%	3.3%	3.3%	-	10.0%	10.0%	-	-
Strongly	10.0%	4.1%	21.3%	4.7%	21.2%	32.4%	9.3%	-	1.5%	1.5%	-	18.6%	18.8%	-	9.1%
DK/REFUSED	11.9%	4.0%	12.7%	8.5%	17.2%	25.8%	29.9%	41.1%	2.2%	2.2%	-	18.2%	17.6%	91.0%	55.0%
Net Diff.	55.5%	80.5%	44.7%	57.4%	33.3%	-15.4%	33.5%	39.9%	88.3%	88.2%	100.0%	24.6%	24.7%	9.0%	26.7%
Mean	3.28	3.57	3.16	3.34	2.76	2.19	3.06	3.45	3.71	3.71	3.62	2.77	2.77	4.00	3.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		BOTH BAL- LOTS
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	
Total	300	140	133	8	133	128	5	26	33	10
SUPPORT	71.8%	92.5%	93.0%	82.7%	55.1%	55.8%	37.5%	46.3%	100.0%	41.2%
Strongly	51.1%	75.2%	76.8%	47.3%	30.1%	30.6%	17.6%	28.8%	89.2%	29.2%
Somewhat	20.7%	17.2%	16.2%	35.5%	25.0%	25.3%	19.8%	17.5%	10.8%	12.1%
OPPOSE	16.3%	4.2%	3.4%	17.3%	27.7%	26.3%	62.5%	23.3%	-	10.5%
Somewhat	6.4%	3.4%	2.6%	17.3%	8.5%	7.1%	42.8%	11.3%	-	-
Strongly	10.0%	0.8%	0.8%	-	19.2%	19.2%	19.7%	12.1%	-	10.5%
DK/REFUSED	11.9%	3.4%	3.5%	-	17.2%	17.8%	-	30.4%	-	48.3%
Net Diff.	55.5%	88.3%	89.6%	65.5%	27.4%	29.5%	-25.0%	22.9%	100.0%	30.7%
Mean	3.28	3.73	3.75	3.30	2.80	2.82	2.35	2.91	3.89	3.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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			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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2						
SUPPORT	71.8%	70.2%	80.9%	80.3%	74.1%	85.5%	59.6%	100.0%	-	64.6%	91.8%	87.9%	93.6%	70.7%	93.6%	88.5%	54.8%	68.2%	70.8%	57.9%	-						
Strongly	51.1%	47.9%	65.5%	55.0%	51.1%	65.1%	37.4%	71.1%	-	42.3%	77.0%	74.1%	81.1%	50.7%	81.1%	70.4%	36.5%	41.9%	43.4%	36.0%	-						
Somewhat	20.7%	22.3%	15.5%	25.3%	23.0%	20.4%	22.2%	28.9%	-	22.3%	14.7%	13.8%	12.5%	20.1%	12.5%	18.1%	18.3%	26.3%	27.3%	22.0%	-						
OPPOSE	16.3%	18.2%	10.8%	12.3%	21.3%	5.7%	29.0%	-	100.0%	21.9%	4.5%	3.7%	6.4%	17.1%	6.4%	8.4%	30.1%	12.5%	13.8%	2.5%	-						
Somewhat	6.4%	6.3%	5.7%	3.6%	10.7%	3.6%	9.7%	-	38.9%	7.6%	3.2%	3.7%	-	6.6%	-	4.7%	8.5%	6.3%	7.0%	1.1%	-						
Strongly	10.0%	11.9%	5.1%	8.7%	10.7%	2.1%	19.3%	-	61.1%	14.3%	1.3%	-	6.4%	10.5%	6.4%	3.6%	21.7%	6.2%	6.8%	1.4%	-						
DK/REFUSED	11.9%	11.5%	8.2%	7.4%	4.6%	8.7%	11.4%	-	-	13.5%	3.7%	8.4%	-	12.1%	-	3.1%	15.1%	19.4%	15.4%	39.6%	100.0%						
Net Diff.	55.5%	52.0%	70.1%	67.9%	52.7%	79.8%	30.5%	100.0%	-100%	42.7%	87.3%	84.2%	87.2%	53.6%	87.2%	80.2%	24.6%	55.7%	57.0%	55.4%	-						
Mean	3.28	3.20	3.54	3.37	3.20	3.63	2.88	3.71	1.39	3.07	3.74	3.77	3.68	3.26	3.68	3.60	2.82	3.29	3.27	3.53	-						

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

11. 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		
		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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	71.8%	93.2%	45.5%	75.1%	83.0%	60.8%	63.0%	91.1%	41.6%	64.9%	63.6%	80.9%	88.7%	47.5%	77.9%	98.2%
Strongly	51.1%	77.4%	28.9%	54.1%	62.2%	41.5%	32.8%	73.0%	28.1%	34.5%	45.3%	55.3%	88.5%	47.5%	51.8%	98.2%
Somewhat	20.7%	15.8%	16.6%	21.0%	20.8%	19.3%	30.2%	18.1%	13.5%	30.4%	18.3%	25.6%	0.2%	-	26.1%	-
OPPOSE	16.3%	6.8%	37.2%	14.9%	10.2%	25.5%	10.6%	7.0%	41.2%	12.6%	21.3%	8.1%	11.3%	52.5%	9.3%	1.8%
Somewhat	6.4%	1.8%	15.7%	9.1%	8.2%	3.7%	4.1%	3.9%	12.6%	5.6%	12.4%	-	10.3%	52.5%	-	-
Strongly	10.0%	5.0%	21.5%	5.7%	2.0%	21.8%	6.5%	3.1%	28.5%	7.0%	8.9%	8.1%	1.0%	-	9.3%	1.8%
DK/REFUSED	11.9%	17.2%	10.0%	6.7%	13.7%	26.4%	1.9%	17.3%	22.5%	15.1%	11.1%	-	-	12.8%	-	
Net Diff.	55.5%	86.5%	8.3%	60.2%	72.8%	35.3%	52.4%	84.1%	0.4%	52.3%	42.3%	72.8%	77.5%	-4.9%	68.6%	96.5%
Mean	3.28	3.66	2.64	3.37	3.54	2.93	3.21	3.64	2.50	3.19	3.18	3.44	3.76	2.95	3.38	3.95

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
SUPPORT	71.8%	92.1%	84.4%	49.2%	34.5%	63.8%	67.9%	86.4%	88.9%	84.4%	88.9%	36.9%	75.0%	88.5%	54.7%	61.6%	84.0%	43.8%	61.5%	89.9%
Strongly	51.1%	76.8%	61.7%	27.5%	23.7%	31.3%	38.1%	70.9%	64.0%	76.6%	88.9%	28.9%	47.0%	73.8%	26.9%	30.3%	67.5%	20.0%	29.8%	75.4%
Somewhat	20.7%	15.3%	22.7%	21.6%	10.7%	32.5%	29.8%	15.5%	24.9%	7.9%	-	8.0%	28.1%	14.7%	27.8%	31.3%	16.5%	23.8%	31.7%	14.5%
OPPOSE	16.3%	6.1%	9.7%	31.8%	47.7%	16.0%	16.8%	6.9%	5.3%	8.2%	11.1%	48.4%	13.4%	7.8%	24.3%	19.8%	5.8%	34.0%	20.3%	5.6%
Somewhat	6.4%	4.2%	4.6%	10.6%	9.6%	11.6%	6.2%	4.4%	1.5%	6.7%	11.1%	19.1%	6.6%	4.7%	6.8%	5.8%	4.0%	12.4%	8.1%	2.7%
Strongly	10.0%	1.9%	5.1%	21.2%	38.1%	4.5%	10.7%	2.5%	3.7%	1.5%	-	29.4%	6.8%	3.1%	17.6%	14.1%	1.8%	21.7%	12.1%	2.9%
DK/REFUSED	11.9%	1.9%	5.9%	19.0%	17.8%	20.1%	15.3%	6.7%	5.8%	7.4%	-	14.6%	11.6%	3.7%	21.0%	18.5%	10.2%	22.2%	18.2%	4.5%
Net Diff.	55.5%	86.0%	74.7%	17.3%	-13.2%	47.8%	51.1%	79.6%	83.6%	76.3%	77.8%	-11.5%	61.7%	80.7%	30.4%	41.8%	78.2%	9.7%	41.2%	84.2%
Mean	3.28	3.70	3.50	2.68	2.24	3.14	3.13	3.66	3.58	3.72	3.78	2.43	3.30	3.65	2.81	2.96	3.67	2.54	2.97	3.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	71.8%	81.2%	86.9%	66.7%	83.8%	82.3%	67.4%	89.3%	54.8%	33.1%	65.7%	73.1%	81.3%	60.3%	82.4%	66.6%	80.5%	54.8%	84.2%	55.4%
Strongly	51.1%	72.2%	67.6%	45.4%	70.4%	63.1%	47.5%	72.9%	29.3%	23.0%	48.5%	51.0%	59.6%	40.6%	61.7%	51.8%	58.0%	30.7%	62.7%	35.8%
Somewhat	20.7%	9.0%	19.3%	21.3%	13.4%	19.2%	19.9%	16.4%	25.5%	10.1%	17.1%	22.1%	21.8%	19.7%	20.7%	14.7%	22.5%	24.1%	21.5%	19.5%
OPPOSE	16.3%	18.8%	6.4%	13.8%	16.2%	8.7%	12.4%	6.0%	27.1%	14.1%	20.9%	15.6%	9.9%	23.5%	15.8%	21.0%	5.7%	25.7%	8.2%	26.5%
Somewhat	6.4%	-	-	13.8%	-	-	12.4%	3.9%	8.8%	10.0%	9.5%	5.6%	6.4%	6.6%	10.9%	6.2%	3.0%	7.0%	5.6%	7.8%
Strongly	10.0%	18.8%	6.4%	-	16.2%	8.7%	-	2.1%	18.2%	4.1%	11.4%	9.9%	3.6%	16.9%	4.9%	14.8%	2.6%	18.7%	2.7%	18.6%
DK/REFUSED	11.9%	-	6.7%	19.6%	-	9.0%	20.2%	4.7%	18.2%	52.8%	13.4%	11.3%	8.7%	16.2%	1.8%	12.5%	13.8%	19.5%	7.5%	18.2%
Net Diff.	55.5%	62.4%	80.5%	52.9%	67.6%	73.6%	54.9%	83.2%	27.7%	19.0%	44.8%	57.5%	71.4%	36.8%	66.6%	45.6%	74.9%	29.1%	76.0%	28.9%
Mean	3.28	3.35	3.59	3.39	3.38	3.50	3.44	3.68	2.80	3.10	3.19	3.29	3.50	3.00	3.42	3.18	3.58	2.83	3.56	2.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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 COLLEGE	COLLGE GRAD./ POST	LESS THAN COLLEGE	COLLGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
SUPPORT	71.8%	68.1%	87.8%	73.4%	81.9%	74.3%	62.0%	74.2%	66.3%	74.3%	59.4%	72.5%	58.6%	83.8%	74.3%	89.8%	74.7%	78.6%	66.0%	86.6%	66.7%	
Strongly	51.1%	48.3%	67.2%	54.2%	57.4%	52.3%	40.7%	52.9%	49.4%	51.7%	35.5%	49.7%	37.5%	66.0%	55.3%	71.4%	49.6%	57.5%	45.7%	65.9%	50.9%	
Somewhat	20.7%	19.8%	20.6%	19.2%	24.4%	22.0%	21.3%	21.3%	17.0%	22.6%	23.9%	22.8%	21.1%	17.7%	19.0%	18.4%	25.1%	21.1%	20.3%	20.7%	15.8%	
OPPOSE	16.3%	17.6%	7.0%	13.9%	10.3%	14.1%	22.4%	16.9%	23.8%	11.5%	21.5%	13.7%	26.9%	16.2%	5.4%	10.2%	7.2%	8.7%	22.5%	9.5%	23.0%	
Somewhat	6.4%	10.0%	-	7.7%	-	4.4%	8.2%	7.1%	8.6%	1.9%	8.0%	4.1%	10.4%	6.2%	-	-	-	3.5%	8.6%	3.9%	10.4%	
Strongly	10.0%	7.6%	7.0%	6.3%	10.3%	9.7%	14.1%	9.8%	15.2%	9.7%	13.5%	9.7%	16.5%	10.0%	5.4%	10.2%	7.2%	5.2%	13.8%	5.6%	12.6%	
DK/REFUSED	11.9%	14.3%	5.3%	12.7%	7.8%	11.6%	15.6%	8.9%	9.9%	14.1%	19.0%	13.8%	14.6%	-	20.2%	-	18.1%	12.7%	11.5%	3.9%	10.2%	
Net Diff.	55.5%	50.5%	80.8%	59.5%	71.6%	60.2%	39.7%	57.4%	42.6%	62.8%	37.9%	58.7%	31.7%	67.5%	68.9%	79.5%	67.5%	69.9%	43.5%	77.1%	43.7%	
Mean	3.28	3.27	3.56	3.39	3.40	3.32	3.05	3.29	3.12	3.36	3.01	3.31	2.93	3.40	3.56	3.51	3.43	3.50	3.11	3.53	3.17	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	71.8%	72.2%	65.3%	80.0%	61.7%	71.5%	83.9%	83.6%	77.4%	86.0%	59.0%	90.3%	55.4%	80.5%	61.2%	88.2%	52.8%	73.6%	82.2%	73.3%	81.2%
Strongly	51.1%	50.7%	41.1%	57.7%	41.3%	56.6%	67.0%	66.4%	57.2%	70.4%	32.4%	72.8%	35.7%	67.2%	30.6%	71.6%	26.0%	63.5%	58.7%	73.3%	54.4%
Somewhat	20.7%	21.5%	24.2%	22.4%	20.4%	14.9%	17.0%	17.2%	20.2%	15.6%	26.6%	17.4%	19.7%	13.3%	30.6%	16.6%	26.8%	10.1%	23.6%	-	26.8%
OPPOSE	16.3%	8.0%	22.0%	8.3%	24.9%	10.7%	12.5%	-	17.6%	7.0%	24.1%	7.7%	29.5%	6.0%	21.0%	4.9%	28.6%	18.5%	7.5%	26.7%	5.7%
Somewhat	6.4%	3.2%	7.1%	3.0%	9.7%	6.2%	4.3%	-	6.1%	2.8%	9.7%	3.3%	13.9%	2.3%	7.3%	1.0%	12.3%	13.1%	-	14.7%	-
Strongly	10.0%	4.8%	14.9%	5.3%	15.2%	4.5%	8.2%	-	11.5%	4.1%	14.4%	4.5%	15.6%	3.7%	13.7%	3.9%	16.3%	5.3%	7.5%	12.0%	5.7%
DK/REFUSED	11.9%	19.9%	12.7%	11.7%	13.4%	17.8%	3.6%	16.4%	5.0%	7.0%	16.8%	2.0%	15.2%	13.4%	17.8%	6.9%	18.6%	7.9%	10.3%	-	13.1%
Net Diff.	55.5%	64.2%	43.3%	71.8%	36.9%	60.8%	71.4%	83.6%	59.8%	79.0%	34.9%	82.5%	25.9%	74.5%	40.2%	83.3%	24.2%	55.1%	74.8%	46.6%	75.5%
Mean	3.28	3.47	3.05	3.50	3.01	3.50	3.48	3.79	3.29	3.64	2.93	3.62	2.89	3.66	2.95	3.67	2.77	3.43	3.49	3.35	3.49



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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 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	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23			
SUPPORT	71.8%	89.5%	84.0%	88.0%	92.0%	58.5%	63.9%	46.7%	58.9%	89.8%	62.1%	89.2%	55.9%	90.1%	53.3%	86.5%	77.5%	88.4%	79.2%			
Strongly	51.1%	69.6%	68.7%	67.2%	70.8%	36.6%	34.5%	29.5%	40.0%	75.7%	40.9%	63.2%	33.5%	68.7%	32.0%	74.1%	55.7%	77.4%	55.1%			
Somewhat	20.7%	20.0%	15.2%	20.8%	21.2%	21.9%	29.4%	17.2%	18.9%	14.1%	21.2%	26.0%	22.4%	21.3%	21.3%	12.5%	21.9%	11.1%	24.0%			
OPPOSE	16.3%	7.2%	5.4%	7.2%	7.8%	24.4%	22.9%	31.1%	23.3%	10.0%	24.5%	4.2%	24.4%	6.0%	28.2%	13.5%	10.7%	11.6%	11.1%			
Somewhat	6.4%	4.6%	5.4%	-	6.3%	8.3%	6.4%	22.9%	5.0%	6.7%	9.4%	2.5%	7.6%	3.0%	10.6%	13.5%	-	11.6%	-			
Strongly	10.0%	2.5%	-	7.2%	1.5%	16.1%	16.5%	8.2%	18.3%	3.3%	15.1%	1.7%	16.8%	3.0%	17.6%	-	10.7%	-	11.1%			
DK/REFUSED	11.9%	3.3%	10.7%	4.8%	0.2%	17.1%	13.2%	22.2%	17.8%	0.2%	13.4%	6.6%	19.7%	3.9%	18.6%	-	11.8%	-	9.7%			
Net Diff.	55.5%	82.4%	78.6%	80.8%	84.3%	34.0%	41.1%	15.6%	35.6%	79.8%	37.6%	85.0%	31.5%	84.1%	25.1%	73.1%	66.9%	76.9%	68.1%			
Mean	3.28	3.62	3.71	3.55	3.62	2.95	2.94	2.88	2.98	3.62	3.02	3.61	2.90	3.62	2.83	3.61	3.39	3.66	3.36			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
SUPPORT	71.8%	70.1%	79.3%	79.8%	82.2%	61.8%	100.0%	73.9%	81.9%	84.1%	100.0%	61.8%	100.0%	66.8%	76.9%	76.5%	73.5%	-	100.0%		
Strongly	51.1%	49.0%	61.4%	60.7%	60.2%	47.7%	100.0%	56.6%	63.0%	62.6%	73.2%	47.7%	100.0%	42.7%	59.8%	59.3%	53.8%	-	100.0%		
Somewhat	20.7%	21.0%	17.9%	19.1%	22.0%	14.1%	-	17.3%	18.9%	21.5%	26.8%	14.1%	-	24.2%	17.0%	17.2%	19.7%	-	-		
OPPOSE	16.3%	17.4%	11.5%	10.9%	-	37.9%	-	17.9%	13.9%	8.7%	-	37.9%	-	17.0%	9.2%	12.6%	-	-	-		
Somewhat	6.4%	6.7%	5.0%	3.8%	-	22.1%	-	8.1%	5.2%	-	-	22.1%	-	5.4%	4.8%	6.6%	-	-	-		
Strongly	10.0%	10.8%	6.5%	7.1%	-	15.8%	-	9.8%	8.7%	8.7%	-	15.8%	-	11.6%	4.4%	6.0%	-	-	-		
DK/REFUSED	11.9%	12.5%	9.2%	9.3%	17.8%	0.2%	-	8.2%	4.2%	7.2%	-	0.2%	-	16.1%	13.9%	10.9%	26.5%	-	-		
Net Diff.	55.5%	52.6%	67.8%	68.9%	82.2%	23.9%	100.0%	56.0%	68.0%	75.4%	100.0%	23.9%	100.0%	49.8%	67.6%	63.9%	73.5%	-	100.0%		
Mean	3.28	3.24	3.48	3.47	3.73	2.94	4.00	3.32	3.42	3.49	3.73	2.94	4.00	3.17	3.54	3.46	3.73	-	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	71.8%	54.9%	61.9%	73.7%	82.2%	74.0%	58.9%	76.2%	66.4%	77.7%	70.9%	74.0%	68.4%	78.9%	72.1%	80.0%	74.5%	78.1%
Strongly	51.1%	31.0%	42.4%	54.4%	55.9%	56.6%	37.6%	55.6%	46.2%	56.3%	48.9%	56.6%	49.6%	62.0%	54.8%	62.1%	56.6%	61.8%
Somewhat	20.7%	23.9%	19.5%	19.3%	26.3%	17.4%	21.4%	20.6%	20.3%	21.4%	22.0%	17.4%	18.9%	16.9%	17.3%	17.9%	18.0%	16.3%
OPPOSE	16.3%	22.0%	21.9%	15.6%	12.9%	14.4%	22.0%	14.4%	18.7%	13.7%	17.1%	14.4%	22.7%	14.3%	19.4%	14.0%	17.9%	14.9%
Somewhat	6.4%	4.0%	2.8%	10.5%	6.0%	5.4%	3.3%	7.5%	7.0%	5.7%	6.7%	5.4%	5.1%	8.8%	9.3%	5.1%	8.1%	6.0%
Strongly	10.0%	18.1%	19.1%	5.0%	6.9%	9.0%	18.7%	6.9%	11.7%	8.0%	10.4%	9.0%	17.6%	5.5%	10.1%	8.9%	9.8%	8.8%
DK/REFUSED	11.9%	23.1%	16.2%	10.8%	4.9%	11.5%	19.1%	9.4%	14.8%	8.6%	12.1%	11.5%	8.9%	6.7%	8.5%	6.0%	7.6%	7.0%
Net Diff.	55.5%	32.9%	40.0%	58.1%	69.4%	59.6%	37.0%	61.8%	47.7%	63.9%	53.8%	59.6%	45.8%	64.6%	52.7%	66.1%	56.7%	63.2%
Mean	3.28	2.88	3.02	3.38	3.38	3.38	2.96	3.38	3.18	3.38	3.24	3.38	3.10	3.45	3.28	3.42	3.31	3.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
SUPPORT	71.8%	45.0%	74.3%	60.5%	76.0%	67.6%	71.0%	75.4%	68.7%	71.2%	70.4%	73.8%	83.5%	77.6%	77.8%	65.2%	69.4%
Strongly	51.1%	20.0%	51.1%	37.2%	52.3%	41.9%	52.8%	57.8%	45.3%	47.7%	53.0%	52.8%	51.7%	53.2%	62.6%	39.7%	51.4%
Somewhat	20.7%	25.0%	23.2%	23.4%	23.7%	25.6%	18.3%	17.6%	23.4%	23.5%	17.4%	21.0%	31.8%	24.4%	15.2%	25.5%	18.0%
OPPOSE	16.3%	21.0%	14.4%	18.0%	13.6%	16.3%	14.1%	17.2%	15.6%	16.9%	15.6%	16.4%	-	15.8%	3.3%	23.9%	19.2%
Somewhat	6.4%	0.7%	6.5%	4.5%	6.1%	5.5%	5.0%	7.6%	5.3%	4.9%	8.7%	5.6%	-	5.3%	-	13.8%	6.4%
Strongly	10.0%	20.3%	8.0%	13.5%	7.5%	10.9%	9.1%	9.6%	10.3%	11.9%	7.0%	10.8%	-	10.5%	3.3%	10.1%	12.7%
DK/REFUSED	11.9%	34.0%	11.3%	21.5%	10.4%	16.1%	14.9%	7.5%	15.7%	11.9%	14.0%	9.8%	16.5%	6.6%	18.9%	10.9%	11.5%
Net Diff.	55.5%	24.1%	59.8%	42.5%	62.4%	51.2%	56.9%	58.2%	53.1%	54.3%	54.8%	57.3%	83.5%	61.8%	74.5%	41.3%	50.2%
Mean	3.28	2.68	3.32	3.07	3.35	3.18	3.35	3.34	3.23	3.21	3.35	3.28	3.62	3.29	3.69	3.06	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

11. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
SUPPORT	71.8%	77.9%	69.7%	73.2%	42.8%	76.1%	76.8%	67.9%	70.0%	49.9%	64.7%	52.8%	-	55.9%	
Strongly	51.1%	53.9%	52.9%	53.8%	25.7%	50.9%	39.3%	58.7%	59.7%	49.9%	36.7%	34.2%	-	36.2%	
Somewhat	20.7%	23.9%	16.8%	19.4%	17.1%	25.2%	37.5%	9.2%	10.3%	-	27.9%	18.6%	-	19.7%	
OPPOSE	16.3%	13.6%	13.2%	11.1%	43.3%	23.8%	13.3%	10.8%	6.3%	50.1%	-	16.0%	100.0%	10.9%	
Somewhat	6.4%	4.2%	5.7%	7.7%	12.9%	7.8%	3.0%	5.2%	-	50.1%	-	15.4%	100.0%	10.3%	
Strongly	10.0%	9.4%	7.5%	3.4%	30.3%	16.1%	10.3%	5.6%	6.3%	-	-	0.5%	-	0.6%	
DK/REFUSED	11.9%	8.5%	17.1%	15.7%	13.9%	0.1%	9.9%	21.3%	23.7%	-	35.3%	31.3%	-	33.2%	
Net Diff.	55.5%	64.3%	56.5%	62.0%	-0.5%	52.3%	63.5%	57.0%	63.7%	-0.2%	64.7%	36.8%	-100%	45.1%	
Mean	3.28	3.34	3.39	3.47	2.44	3.11	3.17	3.54	3.62	3.00	3.57	3.26	2.00	3.37	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

12. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	67.1%	66.2%	66.9%	69.4%	68.3%	67.1%	67.3%	72.7%	42.0%	38.6%	37.9%	49.1%	95.5%	95.4%	100.0%	84.2%
Strongly	48.1%	49.1%	42.4%	55.6%	48.1%	49.7%	42.8%	47.4%	20.9%	16.1%	15.6%	22.3%	81.4%	81.8%	63.5%	57.7%
Somewhat	19.0%	17.1%	24.5%	13.8%	20.2%	17.4%	24.6%	25.3%	21.1%	22.6%	22.3%	26.8%	14.1%	13.6%	36.5%	26.5%
OPPOSE	27.5%	28.3%	28.1%	23.5%	28.3%	28.6%	23.5%	18.6%	46.5%	55.5%	55.9%	50.9%	-	-	-	7.2%
Somewhat	10.2%	12.2%	7.0%	7.3%	13.9%	11.9%	4.4%	2.7%	12.1%	20.7%	21.0%	17.0%	-	-	-	1.3%
Strongly	17.3%	16.1%	21.1%	16.1%	14.3%	16.8%	19.1%	15.9%	34.4%	34.8%	34.9%	33.9%	-	-	-	6.0%
DK/REFUSED	5.4%	5.5%	5.0%	7.1%	3.4%	4.3%	9.2%	8.7%	11.5%	5.8%	6.2%	-	4.5%	4.6%	-	8.6%
Net Diff.	39.7%	37.9%	38.7%	46.0%	40.1%	38.5%	43.8%	54.1%	-4.5%	-16.9%	-17.9%	-1.8%	95.5%	95.4%	100.0%	76.9%
Mean	3.04	3.05	2.93	3.17	3.06	3.05	3.00	3.14	2.32	2.21	2.20	2.37	3.85	3.86	3.64	3.49

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	67.1%	43.9%	100.0%	63.2%	67.9%	95.3%	33.9%	64.2%	63.7%	100.0%	100.0%	80.8%	68.7%
Strongly	48.1%	21.7%	89.6%	46.5%	46.8%	80.0%	19.4%	48.2%	42.1%	45.9%	100.0%	61.4%	54.2%
Somewhat	19.0%	22.1%	10.4%	16.7%	21.1%	15.4%	14.5%	15.9%	21.6%	54.1%	-	19.4%	14.4%
OPPOSE	27.5%	53.4%	-	32.5%	24.3%	4.6%	66.1%	29.5%	29.2%	-	-	19.2%	27.4%
Somewhat	10.2%	26.3%	-	12.1%	7.3%	2.4%	30.3%	10.4%	10.3%	-	-	11.2%	12.1%
Strongly	17.3%	27.1%	-	20.3%	17.0%	2.2%	35.8%	19.2%	18.9%	-	-	8.0%	15.2%
DK/REFUSED	5.4%	2.7%	-	4.3%	7.7%	0%	-	6.3%	7.1%	-	-	-	4.0%
Net Diff.	39.7%	-9.6%	100.0%	30.8%	43.6%	90.7%	-32.1%	34.6%	34.5%	100.0%	100.0%	61.6%	41.3%
Mean	3.04	2.40	3.90	2.93	3.06	3.73	2.18	3.00	2.93	3.46	4.00	3.34	3.12

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	67.1%	50.1%	87.8%	63.2%	77.0%	100.0%	88.7%	86.2%	38.1%	38.2%	-	96.8%	96.8%	100.0%	63.3%
Strongly	48.1%	30.2%	71.4%	42.7%	55.2%	88.3%	81.9%	50.3%	17.0%	17.0%	-	80.5%	80.4%	93.4%	38.1%
Somewhat	19.0%	19.9%	16.4%	20.5%	21.8%	11.7%	6.8%	35.9%	21.2%	21.2%	-	16.3%	16.3%	6.6%	25.1%
OPPOSE	27.5%	46.4%	8.6%	27.6%	16.4%	-	0.5%	13.5%	56.0%	55.9%	62.0%	-	-	-	10.9%
Somewhat	10.2%	19.0%	-	12.3%	0.2%	-	0.5%	-	20.9%	20.8%	62.0%	-	-	-	1.8%
Strongly	17.3%	27.4%	8.6%	15.3%	16.2%	-	-	13.5%	35.1%	35.1%	-	-	-	-	9.1%
DK/REFUSED	5.4%	3.5%	3.7%	9.2%	6.6%	-	10.9%	0.3%	5.9%	5.9%	38.0%	3.2%	3.2%	-	25.9%
Net Diff.	39.7%	3.7%	79.2%	35.6%	60.6%	100.0%	88.2%	72.7%	-17.8%	-17.8%	-62.0%	96.8%	96.8%	100.0%	52.4%
Mean	3.04	2.55	3.56	3.00	3.24	3.88	3.91	3.23	2.21	2.21	2.00	3.83	3.83	3.93	3.24



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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 HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			UNDE-	BOTH	
							CIDED	ZENGER	BAL-	
									LOTS	
Total	300	140	133	8	133	128	5	26	33	10
SUPPORT	67.1%	38.5%	37.9%	49.1%	95.7%	95.5%	100.0%	74.9%	34.8%	72.8%
Strongly	48.1%	16.8%	14.9%	49.1%	81.2%	81.2%	82.4%	47.5%	12.8%	43.9%
Somewhat	19.0%	21.7%	23.0%	-	14.4%	14.3%	17.6%	27.4%	22.0%	28.9%
OPPOSE	27.5%	54.3%	54.5%	50.9%	0.9%	0.9%	-	19.2%	62.1%	12.5%
Somewhat	10.2%	20.5%	19.6%	36.3%	-	-	-	6.6%	30.6%	2.0%
Strongly	17.3%	33.8%	34.9%	14.6%	0.9%	0.9%	-	12.5%	31.5%	10.5%
DK/REFUSED	5.4%	7.2%	7.6%	-	3.4%	3.6%	-	6.0%	3.1%	14.7%
Net Diff.	39.7%	-15.8%	-16.6%	-1.7%	94.8%	94.6%	100.0%	55.7%	-27.3%	60.3%
Mean	3.04	2.23	2.19	2.84	3.82	3.82	3.82	3.17	2.17	3.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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		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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
SUPPORT	67.1%	75.7%	41.7%	69.6%	63.2%	60.1%	75.8%	60.4%	90.2%	100.0%	-	-	-	73.6%	-	41.6%	96.1%	69.8%	69.8%	78.4%	23.7%
Strongly	48.1%	57.5%	20.5%	48.7%	45.2%	36.2%	59.9%	39.6%	87.6%	71.7%	-	-	-	52.8%	-	24.0%	78.9%	47.3%	49.8%	33.3%	-
Somewhat	19.0%	18.1%	21.2%	20.9%	18.0%	23.9%	15.8%	20.8%	2.6%	28.3%	-	-	-	20.8%	-	17.5%	17.2%	22.5%	20.0%	45.1%	23.7%
OPPOSE	27.5%	20.2%	51.7%	27.5%	34.2%	34.7%	19.6%	35.1%	7.6%	-	100.0%	85.5%	94.0%	22.5%	94.0%	51.0%	1.5%	24.4%	25.3%	20.5%	-
Somewhat	10.2%	9.1%	13.5%	12.2%	9.3%	12.9%	7.0%	13.6%	2.7%	-	37.0%	35.7%	21.9%	9.4%	21.9%	17.9%	-	10.8%	12.0%	2.1%	-
Strongly	17.3%	11.1%	38.2%	15.3%	24.9%	21.8%	12.6%	21.6%	4.9%	-	63.0%	49.8%	72.1%	13.1%	72.1%	33.2%	1.5%	13.5%	13.3%	18.4%	-
DK/REFUSED	5.4%	4.2%	6.6%	2.9%	2.6%	5.2%	4.6%	4.5%	2.2%	-	-	14.5%	6.0%	3.8%	6.0%	7.4%	2.4%	5.9%	4.9%	1.1%	76.3%
Net Diff.	39.7%	55.5%	-10.0%	42.1%	29.0%	25.4%	56.2%	25.3%	82.6%	100.0%	-100%	-85.5%	-94.0%	51.1%	-94.0%	-9.4%	94.6%	45.4%	44.5%	57.9%	23.7%
Mean	3.04	3.27	2.26	3.06	2.86	2.79	3.29	2.82	3.77	3.72	1.37	1.42	1.23	3.18	1.23	2.35	3.78	3.10	3.12	2.94	3.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	67.1%	47.8%	96.9%	63.0%	34.3%	95.6%	74.8%	43.0%	97.7%	73.3%	27.4%	92.6%	47.8%	0.8%	91.5%	53.3%
Strongly	48.1%	30.6%	88.8%	43.2%	16.3%	72.5%	50.3%	23.7%	81.1%	49.2%	27.4%	73.6%	35.3%	0.8%	69.5%	53.3%
Somewhat	19.0%	17.1%	8.1%	19.8%	18.0%	23.1%	24.5%	19.4%	16.6%	24.1%	-	19.0%	12.5%	-	21.9%	-
OPPOSE	27.5%	47.1%	-	33.0%	55.5%	2.5%	17.9%	48.8%	2.2%	19.9%	72.5%	-	52.2%	99.2%	-	46.7%
Somewhat	10.2%	18.1%	-	17.6%	17.6%	-	5.8%	18.5%	-	9.7%	11.2%	-	18.1%	-	-	0.4%
Strongly	17.3%	29.1%	-	15.5%	37.9%	2.5%	12.1%	30.3%	2.2%	10.3%	61.2%	-	34.1%	99.2%	-	46.3%
DK/REFUSED	5.4%	5.1%	3.1%	3.9%	10.2%	1.9%	7.4%	8.2%	0.1%	6.8%	0.1%	7.4%	-	-	8.5%	-
Net Diff.	39.7%	0.6%	96.9%	30.0%	-21.3%	93.1%	56.9%	-5.8%	95.5%	53.3%	-45.1%	92.6%	-4.5%	-98.4%	91.5%	6.7%
Mean	3.04	2.52	3.92	2.94	2.14	3.69	3.22	2.40	3.77	3.20	1.94	3.79	2.49	1.02	3.76	2.60

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	LIBERAL	Very	Some-what	MOD-ERATE	CONSERVATIVE	Some-what	Very	DEMO-CRATS	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
SUPPORT	67.1%	39.0%	49.8%	92.7%	93.4%	92.0%	85.4%	40.6%	45.6%	36.6%	82.4%	94.7%	84.4%	46.1%	91.8%	86.2%	34.3%	93.1%	82.4%	41.0%
Strongly	48.1%	18.9%	32.2%	80.0%	88.3%	71.8%	58.2%	23.0%	28.8%	18.2%	47.6%	93.0%	62.0%	26.9%	74.1%	54.9%	18.4%	78.3%	55.6%	21.2%
Somewhat	19.0%	20.1%	17.6%	12.7%	5.1%	20.2%	27.2%	17.7%	16.8%	18.4%	34.8%	1.6%	22.5%	19.2%	17.7%	31.3%	15.9%	14.8%	26.8%	19.8%
OPPOSE	27.5%	55.4%	42.9%	4.4%	3.3%	5.6%	14.6%	49.6%	40.7%	56.8%	17.4%	5.3%	15.6%	47.1%	4.0%	13.8%	52.5%	3.6%	17.6%	48.5%
Somewhat	10.2%	16.2%	12.0%	-	-	-	9.3%	18.2%	18.2%	18.2%	-	-	15.5%	18.4%	-	3.9%	18.0%	-	10.6%	19.1%
Strongly	17.3%	39.2%	30.8%	4.4%	3.3%	5.6%	5.3%	31.4%	22.5%	38.5%	17.4%	5.3%	0.1%	28.7%	4.0%	9.9%	34.4%	3.6%	7.0%	29.5%
DK/REFUSED	5.4%	5.6%	7.3%	2.9%	3.3%	2.4%	-	9.8%	13.7%	6.6%	0.3%	-	-	6.8%	4.2%	-	13.3%	3.4%	-	10.5%
Net Diff.	39.7%	-16.3%	6.9%	88.2%	90.1%	86.4%	70.7%	-9.0%	4.9%	-20.1%	65.0%	89.4%	68.9%	-1.0%	87.7%	72.3%	-18.2%	89.5%	64.8%	-7.6%
Mean	3.04	2.20	2.55	3.73	3.84	3.62	3.38	2.36	2.60	2.17	3.13	3.82	3.46	2.48	3.69	3.31	2.21	3.74	3.31	2.37

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	67.1%	90.4%	94.2%	38.8%	100.0%	100.0%	51.5%	40.3%	95.4%	35.6%	62.6%	69.7%	59.3%	78.1%	62.0%	70.1%	57.4%	85.1%	58.6%	76.1%
Strongly	48.1%	90.4%	64.2%	33.0%	100.0%	72.1%	41.3%	17.1%	81.0%	15.3%	47.9%	49.7%	37.3%	61.3%	45.7%	54.7%	31.1%	67.1%	35.1%	58.8%
Somewhat	19.0%	-	30.0%	5.7%	-	27.9%	10.1%	23.1%	14.4%	20.3%	14.7%	20.0%	22.1%	16.7%	16.3%	15.4%	26.2%	17.9%	23.5%	17.3%
OPPOSE	27.5%	9.6%	5.8%	55.6%	-	-	38.5%	53.6%	0.9%	9.5%	33.4%	24.2%	32.0%	20.1%	30.7%	29.8%	32.9%	11.6%	32.5%	21.7%
Somewhat	10.2%	-	5.8%	13.3%	-	-	0.3%	20.1%	-	9.5%	19.8%	6.6%	14.2%	5.5%	17.6%	10.0%	11.8%	1.6%	15.5%	5.7%
Strongly	17.3%	9.6%	-	42.3%	-	-	38.2%	33.6%	0.9%	-	13.6%	17.6%	17.7%	14.6%	13.1%	19.8%	21.1%	10.0%	17.0%	16.1%
DK/REFUSED	5.4%	-	-	5.6%	-	-	10.0%	6.1%	3.7%	54.9%	4.0%	6.1%	8.7%	1.8%	7.3%	0.2%	9.7%	3.3%	8.9%	2.2%
Net Diff.	39.7%	80.8%	88.4%	-16.9%	100.0%	100.0%	12.9%	-13.4%	94.5%	26.1%	29.2%	45.5%	27.4%	58.0%	31.3%	40.3%	24.5%	73.5%	26.1%	54.4%
Mean	3.04	3.71	3.58	2.31	4.00	3.72	2.61	2.25	3.82	3.13	3.01	3.09	2.86	3.27	3.02	3.05	2.75	3.47	2.84	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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

	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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
SUPPORT	67.1%	60.9%	88.9%	70.6%	100.0%	65.5%	78.6%	61.9%	74.3%	68.9%	81.2%	64.5%	78.3%	70.8%	78.9%	86.7%	87.9%	61.0%	72.8%	63.2%	68.3%
Strongly	48.1%	44.2%	75.5%	44.9%	91.5%	46.6%	59.2%	44.0%	66.0%	49.2%	55.1%	43.4%	59.8%	63.4%	55.4%	86.7%	56.8%	43.3%	52.3%	50.4%	50.4%
Somewhat	19.0%	16.7%	13.5%	25.7%	8.5%	18.8%	19.3%	17.9%	8.3%	19.7%	26.1%	21.0%	18.5%	7.4%	23.5%	-	31.1%	17.7%	20.4%	12.8%	17.9%
OPPOSE	27.5%	30.9%	11.1%	16.7%	-	27.2%	18.0%	32.7%	23.0%	21.9%	14.9%	26.8%	19.6%	29.2%	12.0%	13.3%	-	29.2%	25.0%	33.1%	27.0%
Somewhat	10.2%	9.5%	4.8%	-	-	13.3%	2.1%	19.3%	3.0%	7.7%	1.6%	12.7%	2.7%	16.4%	-	-	-	9.9%	9.9%	13.9%	11.7%
Strongly	17.3%	21.4%	6.3%	16.7%	-	13.8%	15.8%	13.4%	20.0%	14.2%	13.3%	14.0%	17.0%	12.8%	12.0%	13.3%	-	19.3%	15.0%	19.2%	15.4%
DK/REFUSED	5.4%	8.2%	-	12.7%	-	7.3%	3.5%	5.4%	2.7%	9.2%	3.9%	8.8%	2.1%	-	9.1%	-	12.1%	9.8%	2.2%	3.8%	4.7%
Net Diff.	39.7%	30.0%	77.9%	53.9%	100.0%	38.3%	60.6%	29.2%	51.2%	47.0%	66.3%	37.7%	58.6%	41.6%	66.9%	73.3%	87.9%	31.7%	47.8%	30.1%	41.3%
Mean	3.04	2.91	3.58	3.13	3.91	3.06	3.26	2.98	3.24	3.14	3.28	3.03	3.24	3.21	3.35	3.60	3.65	2.94	3.13	2.98	3.08

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	67.1%	59.2%	76.7%	59.2%	74.0%	70.0%	66.5%	83.6%	73.6%	45.6%	85.5%	47.1%	85.9%	43.7%	85.3%	47.7%	84.4%	34.0%	89.5%	36.0%	91.3%
Strongly	48.1%	37.6%	54.1%	41.1%	51.6%	54.0%	54.0%	58.3%	63.4%	26.7%	66.6%	29.9%	75.0%	22.7%	61.7%	27.8%	64.1%	20.7%	75.2%	24.0%	73.1%
Somewhat	19.0%	21.7%	22.6%	18.0%	22.4%	16.0%	12.5%	25.4%	10.3%	18.9%	18.9%	17.3%	11.0%	20.9%	23.6%	19.9%	20.3%	13.3%	14.3%	12.0%	18.2%
OPPOSE	27.5%	26.1%	23.2%	31.2%	23.3%	19.8%	33.5%	-	26.4%	47.4%	10.8%	46.6%	12.0%	48.3%	10.1%	44.0%	12.7%	66.0%	3.6%	64.0%	-
Somewhat	10.2%	6.8%	8.4%	10.7%	10.6%	6.2%	7.1%	-	-	18.8%	2.8%	20.8%	5.0%	16.4%	1.5%	19.1%	3.5%	17.5%	-	0.3%	-
Strongly	17.3%	19.4%	14.8%	20.5%	12.6%	13.6%	26.3%	-	26.4%	28.5%	8.0%	25.9%	7.0%	31.9%	8.6%	24.9%	9.2%	48.5%	3.6%	63.7%	-
DK/REFUSED	5.4%	14.6%	0.1%	9.7%	2.7%	10.2%	*	16.4%	-	7.0%	3.7%	6.3%	2.1%	8.0%	4.7%	8.3%	2.9%	-	6.9%	-	8.7%
Net Diff.	39.7%	33.1%	53.5%	28.0%	50.7%	50.2%	33.0%	83.6%	47.3%	-1.7%	74.8%	0.5%	74.0%	-4.6%	75.2%	3.8%	71.7%	-32.1%	85.9%	-27.9%	91.3%
Mean	3.04	2.91	3.16	2.88	3.16	3.23	2.94	3.70	3.11	2.47	3.50	2.55	3.57	2.38	3.45	2.55	3.44	2.06	3.73	1.96	3.80

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
SUPPORT	67.1%	47.4%	53.3%	39.7%	48.6%	82.5%	68.9%	90.7%	88.1%	45.3%	82.4%	49.7%	82.6%	48.7%	81.0%	40.4%	88.0%	49.7%	95.1%
Strongly	48.1%	27.3%	27.3%	17.6%	31.2%	64.5%	54.0%	72.6%	68.2%	29.6%	68.3%	24.9%	61.8%	26.0%	63.0%	34.3%	69.4%	39.4%	75.4%
Somewhat	19.0%	20.2%	26.0%	22.1%	17.3%	18.0%	14.9%	18.1%	19.8%	15.7%	14.1%	24.8%	20.8%	22.7%	18.0%	6.2%	18.6%	10.3%	19.6%
OPPOSE	27.5%	47.3%	36.2%	50.3%	49.8%	14.5%	29.1%	4.0%	9.1%	49.7%	15.8%	44.7%	13.6%	45.0%	16.1%	59.6%	8.5%	50.3%	-
Somewhat	10.2%	18.9%	11.1%	19.5%	21.3%	4.3%	13.5%	-	0.1%	21.8%	6.4%	15.8%	2.8%	19.1%	5.4%	18.0%	-	0.2%	-
Strongly	17.3%	28.4%	25.1%	30.9%	28.5%	10.2%	15.6%	4.0%	9.0%	27.9%	9.4%	28.9%	10.8%	25.9%	10.7%	41.6%	8.5%	50.0%	-
DK/REFUSED	5.4%	5.3%	10.5%	9.9%	1.6%	3.0%	2.1%	5.2%	2.8%	5.0%	1.8%	5.6%	3.8%	6.3%	2.9%	-	3.5%	-	4.9%
Net Diff.	39.7%	0.2%	17.1%	-10.6%	-1.2%	68.1%	39.8%	86.7%	79.0%	-4.4%	66.6%	5.0%	69.1%	3.8%	64.9%	-19.1%	79.5%	-0.6%	95.1%
Mean	3.04	2.49	2.62	2.29	2.52	3.41	3.09	3.68	3.52	2.49	3.44	2.48	3.39	2.52	3.37	2.33	3.54	2.39	3.79



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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 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	300	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
SUPPORT	67.1%	66.7%	68.6%	77.4%	56.1%	56.2%	28.0%	63.9%	70.6%	81.5%	59.5%	56.2%	46.3%	69.0%	66.7%	74.3%	54.5%	-	-		
Strongly	48.1%	46.5%	55.0%	61.4%	55.8%	29.9%	28.0%	47.2%	60.3%	74.3%	59.5%	29.9%	46.3%	45.9%	49.9%	51.7%	54.0%	-	-		
Somewhat	19.0%	20.2%	13.6%	16.0%	0.3%	26.3%	-	16.8%	10.3%	7.2%	-	26.3%	-	23.1%	16.7%	22.6%	0.5%	-	-		
OPPOSE	27.5%	27.6%	27.3%	16.4%	43.9%	43.6%	72.0%	31.9%	25.0%	11.1%	40.5%	43.6%	53.7%	24.0%	29.4%	20.4%	45.5%	-	100.0%		
Somewhat	10.2%	11.0%	6.7%	0.1%	13.3%	22.1%	32.5%	13.1%	13.6%	-	40.5%	22.1%	53.7%	9.2%	0.1%	0.1%	-	-	-		
Strongly	17.3%	16.7%	20.6%	16.3%	30.5%	21.4%	39.4%	18.8%	11.4%	11.1%	-	21.4%	-	14.8%	29.3%	20.3%	45.5%	-	100.0%		
DK/REFUSED	5.4%	5.7%	4.1%	6.2%	-	0.2%	-	4.2%	4.4%	7.4%	-	0.2%	-	7.0%	3.9%	5.3%	-	-	-		
Net Diff.	39.7%	39.1%	41.3%	61.0%	12.3%	12.6%	-44.0%	32.0%	45.6%	70.5%	19.0%	12.6%	-7.5%	45.0%	37.2%	53.9%	9.0%	-	-100%		
Mean	3.04	3.02	3.07	3.31	2.81	2.65	2.17	2.96	3.25	3.56	3.19	2.65	2.93	3.08	2.91	3.12	2.63	-	1.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	67.1%	64.6%	72.0%	63.4%	71.2%	66.8%	68.9%	66.8%	66.1%	68.8%	67.5%	66.8%	65.6%	64.9%	59.5%	73.3%	63.7%	69.9%
Strongly	48.1%	39.3%	52.6%	46.1%	52.3%	48.7%	47.0%	48.8%	46.5%	50.3%	48.2%	48.7%	48.6%	50.1%	45.0%	56.1%	48.3%	53.6%
Somewhat	19.0%	25.2%	19.4%	17.3%	18.9%	18.1%	21.9%	18.0%	19.5%	18.5%	19.4%	18.1%	17.0%	14.8%	14.4%	17.1%	15.3%	16.3%
OPPOSE	27.5%	31.2%	27.5%	33.7%	20.1%	24.3%	29.1%	26.6%	31.4%	22.5%	28.2%	24.3%	34.0%	28.9%	38.9%	18.8%	34.1%	19.5%
Somewhat	10.2%	13.0%	12.5%	16.0%	5.1%	5.7%	12.7%	9.3%	14.4%	5.4%	11.8%	5.7%	18.2%	10.6%	19.8%	3.7%	16.3%	3.2%
Strongly	17.3%	18.2%	15.0%	17.7%	15.0%	18.6%	16.3%	17.3%	17.0%	17.0%	16.5%	18.6%	15.8%	18.3%	19.1%	15.1%	17.8%	16.4%
DK/REFUSED	5.4%	4.2%	0.5%	2.9%	8.7%	8.8%	2.0%	6.6%	2.5%	8.8%	4.2%	8.8%	0.4%	6.1%	1.6%	7.9%	2.2%	10.6%
Net Diff.	39.7%	33.4%	44.5%	29.7%	51.2%	42.5%	39.8%	40.2%	34.7%	46.3%	39.3%	42.5%	31.6%	36.0%	20.6%	54.4%	29.6%	50.4%
Mean	3.04	2.89	3.10	2.95	3.19	3.06	3.02	3.05	2.98	3.12	3.04	3.06	2.99	3.03	2.87	3.24	2.96	3.20

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
SUPPORT	67.1%	73.7%	68.1%	73.0%	65.7%	71.0%	64.6%	65.2%	68.8%	70.2%	63.6%	67.4%	51.2%	71.3%	74.7%	67.8%	65.5%
Strongly	48.1%	44.6%	47.8%	48.1%	46.3%	48.0%	45.1%	49.6%	46.9%	50.5%	40.7%	53.0%	39.3%	47.2%	48.7%	57.0%	46.1%
Somewhat	19.0%	29.1%	20.3%	24.8%	19.4%	23.0%	19.5%	15.5%	21.9%	19.6%	22.9%	14.5%	11.9%	24.1%	26.0%	10.8%	19.4%
OPPOSE	27.5%	21.9%	24.9%	23.6%	25.0%	22.9%	27.9%	30.6%	24.8%	23.2%	31.4%	28.1%	48.8%	20.7%	21.6%	28.2%	28.3%
Somewhat	10.2%	4.7%	8.4%	8.8%	6.6%	7.7%	7.6%	13.2%	7.6%	7.8%	8.2%	14.5%	39.7%	0.5%	6.5%	14.1%	9.1%
Strongly	17.3%	17.2%	16.5%	14.9%	18.3%	15.2%	20.3%	17.5%	17.2%	15.3%	23.2%	13.6%	9.0%	20.2%	15.1%	14.1%	19.2%
DK/REFUSED	5.4%	4.4%	6.9%	3.4%	9.3%	6.0%	7.6%	4.2%	6.4%	6.7%	5.0%	4.5%	-	8.0%	3.7%	4.0%	6.2%
Net Diff.	39.7%	51.8%	43.2%	49.3%	40.8%	48.1%	36.7%	34.5%	44.0%	47.0%	32.2%	39.4%	2.4%	50.6%	53.1%	39.6%	37.2%
Mean	3.04	3.06	3.07	3.10	3.03	3.10	2.97	3.02	3.05	3.13	2.85	3.12	2.82	3.07	3.12	3.15	2.99

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

12. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
SUPPORT	67.1%	67.4%	67.5%	60.7%	82.5%	66.0%	70.3%	42.2%	35.5%	100.0%	63.9%	94.0%	100.0%	93.7%	
Strongly	48.1%	44.3%	49.5%	41.3%	69.0%	57.1%	53.1%	16.1%	6.4%	100.0%	43.7%	63.6%	100.0%	61.4%	
Somewhat	19.0%	23.1%	18.1%	19.4%	13.5%	8.9%	17.2%	26.0%	29.0%	-	20.2%	30.4%	-	32.3%	
OPPOSE	27.5%	29.2%	25.0%	31.8%	17.5%	26.1%	29.2%	42.9%	47.9%	-	21.5%	-	-	-	
Somewhat	10.2%	12.4%	7.4%	9.4%	9.0%	11.8%	13.4%	13.7%	15.3%	-	21.5%	-	-	-	
Strongly	17.3%	16.8%	17.6%	22.4%	8.5%	14.2%	15.7%	29.2%	32.6%	-	-	-	-	-	
DK/REFUSED	5.4%	3.4%	7.5%	7.4%	-	7.9%	0.5%	14.9%	16.7%	-	14.7%	6.0%	-	6.3%	
Net Diff.	39.7%	38.2%	42.5%	28.9%	65.1%	40.0%	41.1%	-0.8%	-12.4%	100.0%	42.4%	94.0%	100.0%	93.7%	
Mean	3.04	2.98	3.07	2.86	3.43	3.18	3.08	2.34	2.11	4.00	3.26	3.68	4.00	3.66	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	99	46	28	15	10	76	22	15	7	90	85	5	6	6	-	3
SUPPORT	73.1%	79.2%	71.9%	45.7%	88.6%	75.9%	63.6%	65.3%	59.7%	75.8%	78.3%	31.0%	42.2%	42.2%	-	56.5%
Strongly	47.4%	57.5%	42.7%	21.6%	51.9%	51.2%	34.1%	31.3%	40.4%	47.5%	48.4%	30.6%	42.2%	42.2%	-	55.7%
Somewhat	25.8%	21.7%	29.2%	24.1%	36.7%	24.7%	29.5%	34.1%	19.2%	28.3%	29.9%	0.5%	-	-	-	0.8%
OPPOSE	17.0%	15.9%	20.2%	25.5%	0.8%	16.9%	17.1%	15.5%	20.6%	17.4%	16.6%	30.9%	-	-	-	40.0%
Somewhat	7.3%	10.7%	4.2%	6.9%	0.8%	7.6%	6.2%	8.4%	1.2%	7.9%	6.6%	30.9%	-	-	-	3.0%
Strongly	9.7%	5.2%	16.0%	18.7%	-	9.3%	10.9%	7.1%	19.3%	9.5%	10.0%	-	-	-	-	37.0%
DK/REFUSED	9.9%	4.9%	7.9%	28.8%	10.6%	7.2%	19.4%	19.2%	19.8%	6.8%	5.1%	38.1%	57.8%	57.8%	-	3.5%
Net Diff.	56.2%	63.3%	51.7%	20.1%	87.8%	59.0%	46.5%	49.9%	39.1%	58.4%	61.6%	0.2%	42.2%	42.2%	-	16.5%
Mean	3.23	3.38	3.07	2.68	3.57	3.27	3.08	3.11	3.01	3.22	3.23	3.00	4.00	4.00	-	2.78

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	99	21	-	28	49	2	11	24	61	-	-	8	34
SUPPORT	73.1%	90.1%	-	63.5%	71.2%	52.5%	90.7%	67.7%	73.0%	-	-	100.0%	77.0%
Strongly	47.4%	62.1%	-	33.6%	48.8%	52.5%	78.3%	34.6%	46.9%	-	-	84.5%	49.2%
Somewhat	25.8%	27.9%	-	29.9%	22.5%	-	12.4%	33.1%	26.1%	-	-	15.5%	27.7%
OPPOSE	17.0%	9.9%	-	22.2%	17.1%	-	9.3%	23.3%	16.4%	-	-	-	16.5%
Somewhat	7.3%	5.1%	-	8.5%	7.5%	-	-	14.1%	6.1%	-	-	-	10.2%
Strongly	9.7%	4.9%	-	13.7%	9.5%	-	9.3%	9.2%	10.3%	-	-	-	6.4%
DK/REFUSED	9.9%	-	-	14.3%	11.7%	47.5%	-	9.0%	10.6%	-	-	-	6.5%
Net Diff.	56.2%	80.2%	-	41.3%	54.2%	52.5%	81.4%	44.4%	56.6%	-	-	100.0%	60.4%
Mean	3.23	3.47	-	2.97	3.25	4.00	3.60	3.02	3.23	-	-	3.84	3.28

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	99	58	4	25	9	-	2	1	90	90	0	5	5	-	4
SUPPORT	73.1%	79.0%	100.0%	60.9%	61.5%	-	45.1%	97.7%	75.8%	75.8%	62.0%	22.7%	22.7%	-	72.5%
Strongly	47.4%	50.0%	100.0%	31.3%	61.3%	-	45.1%	-	47.4%	47.4%	50.4%	22.7%	22.7%	-	72.5%
Somewhat	25.8%	29.0%	-	29.6%	0.3%	-	-	97.7%	28.3%	28.3%	11.6%	-	-	-	-
OPPOSE	17.0%	15.8%	-	25.9%	13.8%	-	-	-	17.4%	17.4%	-	-	-	-	26.8%
Somewhat	7.3%	6.8%	-	8.4%	13.8%	-	-	-	7.9%	7.9%	-	-	-	-	2.0%
Strongly	9.7%	9.1%	-	17.4%	-	-	-	-	9.5%	9.5%	-	-	-	-	24.8%
DK/REFUSED	9.9%	5.2%	-	13.2%	24.7%	-	54.9%	2.3%	6.9%	6.8%	38.0%	77.3%	77.3%	-	0.7%
Net Diff.	56.2%	63.2%	100.0%	35.0%	47.7%	-	45.1%	97.7%	58.4%	58.4%	62.0%	22.7%	22.7%	-	45.7%
Mean	3.23	3.26	4.00	2.86	3.63	-	4.00	3.00	3.22	3.22	3.81	4.00	4.00	-	3.21

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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 HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			UNDE-	BOTH	
							CIDED	ZENGER	BAL-	
									LOTS	
TotalAnswering	99	86	82	4	6	6	-	7	21	3
SUPPORT	73.1%	76.1%	78.1%	34.5%	38.4%	38.4%	-	64.6%	90.1%	57.2%
Strongly	47.4%	49.7%	52.0%	-	18.1%	18.1%	-	43.1%	62.1%	57.2%
Somewhat	25.8%	26.4%	26.1%	34.5%	20.3%	20.3%	-	21.5%	27.9%	-
OPPOSE	17.0%	16.8%	15.8%	36.9%	-	-	-	33.7%	9.9%	41.7%
Somewhat	7.3%	8.2%	6.9%	36.9%	-	-	-	1.3%	5.1%	3.1%
Strongly	9.7%	8.6%	9.0%	-	-	-	-	32.4%	4.9%	38.6%
DK/REFUSED	9.9%	7.1%	6.1%	28.6%	61.6%	61.6%	-	1.7%	-	1.1%
Net Diff.	56.2%	59.3%	62.3%	-2.4%	38.4%	38.4%	-	31.0%	80.2%	15.5%
Mean	3.23	3.26	3.29	2.48	3.47	3.47	-	2.77	3.47	2.77



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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 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	99	54	40	35	44	60	31	85	5	-	82	72	17	72	17	67	4	28	25	2	1
SUPPORT	73.1%	75.5%	72.2%	67.9%	73.7%	75.7%	64.4%	74.4%	55.2%	-	74.8%	100.0%	-	100.0%	-	72.7%	39.2%	78.5%	82.6%	10.3%	100.0%
Strongly	47.4%	51.3%	41.4%	46.7%	42.5%	47.7%	48.0%	47.9%	27.5%	-	44.1%	64.8%	-	64.8%	-	49.8%	39.2%	42.8%	42.2%	10.3%	100.0%
Somewhat	25.8%	24.2%	30.8%	21.2%	31.2%	28.0%	16.4%	26.4%	27.7%	-	30.7%	35.2%	-	35.2%	-	22.9%	-	35.7%	40.4%	-	-
OPPOSE	17.0%	16.4%	17.1%	23.9%	18.8%	18.3%	15.6%	18.4%	22.4%	-	19.1%	-	100.0%	-	100.0%	20.7%	-	10.3%	4.7%	89.7%	-
Somewhat	7.3%	7.3%	8.1%	13.9%	5.1%	9.9%	4.2%	8.4%	-	-	7.5%	-	42.9%	-	42.9%	10.6%	-	0.3%	-	4.4%	-
Strongly	9.7%	9.1%	9.0%	10.0%	13.6%	8.4%	11.4%	9.9%	22.4%	-	11.6%	-	57.1%	-	57.1%	10.1%	-	10.0%	4.7%	85.2%	-
DK/REFUSED	9.9%	8.1%	10.7%	8.2%	7.5%	6.0%	20.1%	7.3%	22.5%	-	6.1%	-	-	-	-	6.6%	60.8%	11.2%	12.7%	-	-
Net Diff.	56.2%	59.1%	55.1%	44.0%	54.9%	57.4%	48.8%	56.0%	32.8%	-	55.8%	100.0%	-100%	100.0%	-100%	52.0%	39.2%	68.2%	77.9%	-79.3%	100.0%
Mean	3.23	3.28	3.17	3.14	3.11	3.22	3.26	3.21	2.78	-	3.14	3.65	1.43	3.65	1.43	3.20	4.00	3.25	3.38	1.35	4.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-
	LICAN	CRATIC	/OTHER	LICAN	CRATIC	/OTHER	LICAN	CRATIC	/OTHER	LICAN	CRATIC	/OTHER	LICAN	CRATIC	/OTHER	LICAN	CRATIC	/OTHER
Total Answering	99	32	1	15	34	2	14	59	1	22	8	2	7	2	2	3		
SUPPORT	73.1%	64.2%	-	76.3%	80.6%	56.9%	81.0%	73.3%	100.0%	84.9%	68.0%	-	57.8%	52.9%	-	49.0%		
Strongly	47.4%	46.5%	-	37.8%	52.8%	56.9%	48.4%	49.3%	100.0%	51.5%	53.2%	-	14.9%	52.9%	-	0.9%		
Somewhat	25.8%	17.7%	-	38.5%	27.8%	-	32.6%	24.0%	-	33.4%	14.8%	-	42.9%	-	-	48.1%		
OPPOSE	17.0%	25.7%	-	11.7%	16.0%	-	8.7%	19.3%	-	0.4%	31.8%	-	42.2%	47.1%	-	51.0%		
Somewhat	7.3%	18.4%	-	0.6%	3.4%	-	-	7.9%	-	0.4%	31.8%	-	-	47.1%	-	-		
Strongly	9.7%	7.3%	-	11.2%	12.6%	-	8.7%	11.4%	-	-	-	-	42.2%	-	-	51.0%		
DK/REFUSED	9.9%	10.1%	100.0%	12.0%	3.3%	43.1%	10.3%	7.5%	-	14.7%	0.2%	100.0%	-	-	100.0%	-		
Net Diff.	56.2%	38.4%	-	64.5%	64.6%	56.9%	72.3%	54.0%	100.0%	84.5%	36.2%	-	15.6%	5.7%	-	-2.1%		
Mean	3.23	3.15	-	3.17	3.25	4.00	3.34	3.20	4.00	3.60	3.21	-	2.31	3.06	-	1.99		

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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 REPUBLIC.	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total Answering	99	35	21	6	3	3	11	77	32	45	1	1	5	38	5	5	39	5	10	65
SUPPORT	73.1%	67.8%	77.1%	77.5%	50.2%	100.0%	89.9%	73.8%	76.2%	72.2%	100.0%	100.0%	100.0%	67.3%	71.0%	79.9%	80.1%	72.3%	88.8%	76.4%
Strongly	47.4%	45.0%	55.7%	16.8%	-	30.6%	48.8%	51.3%	60.2%	45.1%	100.0%	-	71.4%	44.6%	21.7%	26.6%	57.7%	20.7%	43.7%	54.2%
Somewhat	25.8%	22.8%	21.5%	60.8%	50.2%	69.4%	41.0%	22.5%	16.0%	27.0%	-	100.0%	28.6%	22.6%	49.3%	53.3%	22.4%	51.6%	45.1%	22.1%
OPPOSE	17.0%	19.9%	22.4%	-	-	-	10.1%	16.8%	14.6%	18.2%	-	-	-	19.3%	-	20.1%	14.3%	-	11.2%	14.2%
Somewhat	7.3%	9.9%	12.1%	-	-	-	-	9.2%	11.2%	7.8%	-	-	-	15.7%	-	-	3.0%	-	-	7.1%
Strongly	9.7%	10.0%	10.3%	-	-	-	10.1%	7.6%	3.4%	10.4%	-	-	-	3.6%	-	20.1%	11.3%	-	11.2%	7.1%
DK/REFUSED	9.9%	12.3%	0.4%	22.5%	49.8%	-	-	9.4%	9.2%	9.6%	-	-	-	13.4%	29.0%	-	5.6%	27.7%	-	9.5%
Net Diff.	56.2%	47.9%	54.7%	77.5%	50.2%	100.0%	79.7%	57.1%	61.6%	53.9%	100.0%	100.0%	100.0%	47.9%	71.0%	59.7%	65.8%	72.3%	77.7%	62.2%
Mean	3.23	3.17	3.23	3.22	3.00	3.31	3.29	3.30	3.46	3.18	4.00	3.00	3.71	3.25	3.31	2.86	3.34	3.29	3.21	3.36

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	99	1	1	12	-	-	5	90	7	2	26	66	58	30	23	19	35	11	47	27
SUPPORT	73.1%	100.0%	100.0%	59.8%	-	-	56.5%	74.7%	47.0%	91.9%	79.1%	75.9%	77.3%	67.8%	71.5%	62.9%	81.1%	76.4%	79.5%	69.8%
Strongly	47.4%	-	100.0%	35.2%	-	-	26.2%	46.6%	47.0%	86.3%	44.5%	51.3%	50.9%	42.0%	43.5%	36.3%	55.8%	52.2%	53.4%	41.9%
Somewhat	25.8%	100.0%	-	24.6%	-	-	30.3%	28.1%	-	5.5%	34.6%	24.6%	26.4%	25.7%	28.1%	26.6%	25.3%	24.2%	26.1%	27.9%
OPPOSE	17.0%	-	-	31.0%	-	-	22.8%	18.5%	-	4.5%	15.4%	11.6%	11.3%	21.6%	9.2%	27.7%	12.6%	10.9%	11.2%	18.7%
Somewhat	7.3%	-	-	20.9%	-	-	22.8%	7.9%	-	4.5%	5.8%	5.1%	3.6%	13.2%	9.2%	20.6%	-	-	4.4%	9.6%
Strongly	9.7%	-	-	10.1%	-	-	-	10.6%	-	-	9.6%	6.5%	7.6%	8.4%	-	7.1%	12.6%	10.9%	6.8%	9.1%
DK/REFUSED	9.9%	-	-	9.2%	-	-	20.7%	6.8%	53.0%	3.7%	5.5%	12.5%	11.4%	10.6%	19.2%	9.4%	6.4%	12.7%	9.3%	11.5%
Net Diff.	56.2%	100.0%	100.0%	28.8%	-	-	33.6%	56.2%	47.0%	87.4%	63.7%	64.2%	66.1%	46.2%	62.3%	35.2%	68.5%	65.6%	68.2%	51.1%
Mean	3.23	3.00	4.00	2.94	-	-	3.04	3.19	4.00	3.85	3.21	3.38	3.36	3.13	3.42	3.02	3.33	3.35	3.39	3.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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
Total Answering	99	10	2	5	-	46	26	25	12	21	14	40	21	6	5	2	2	49	46	21	25	
SUPPORT	73.1%	67.6%	43.2%	56.9%	-	79.9%	69.4%	77.4%	61.4%	82.9%	76.0%	79.8%	78.6%	81.1%	31.6%	100.0%	-	72.1%	77.0%	56.2%	80.3%	
Strongly	47.4%	39.7%	43.2%	26.1%	-	52.5%	45.2%	57.9%	18.1%	46.2%	67.7%	55.3%	48.5%	34.8%	31.6%	-	-	51.9%	43.6%	44.8%	44.5%	
Somewhat	25.8%	27.9%	-	30.9%	-	27.5%	24.2%	19.5%	43.3%	36.7%	8.3%	24.5%	30.1%	46.3%	-	100.0%	-	20.2%	33.4%	11.4%	35.8%	
OPPOSE	17.0%	11.4%	56.8%	-	-	13.2%	17.9%	15.4%	20.2%	10.7%	15.9%	12.3%	16.1%	18.9%	25.4%	-	-	12.7%	18.2%	24.5%	11.2%	
Somewhat	7.3%	-	56.8%	-	-	5.4%	9.2%	10.0%	20.2%	-	-	6.2%	5.2%	-	25.4%	-	-	7.6%	5.1%	18.0%	4.7%	
Strongly	9.7%	11.4%	-	-	-	7.8%	8.7%	5.4%	-	10.7%	15.9%	6.1%	10.8%	18.9%	-	-	-	5.1%	13.1%	6.5%	6.6%	
DK/REFUSED	9.9%	21.0%	-	43.1%	-	6.9%	12.7%	7.2%	18.4%	6.4%	8.1%	8.0%	5.3%	-	43.0%	-	100.0%	15.2%	4.8%	19.3%	8.5%	
Net Diff.	56.2%	56.2%	-13.7%	56.9%	-	66.7%	51.5%	62.0%	41.2%	72.2%	60.1%	67.5%	62.6%	62.1%	6.2%	100.0%	-	59.4%	58.8%	31.8%	69.1%	
Mean	3.23	3.21	2.86	3.46	-	3.34	3.21	3.40	2.97	3.27	3.39	3.40	3.23	2.97	3.11	3.00	-	3.40	3.13	3.17	3.29	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	99	29	21	43	36	6	10	2	6	71	23	39	8	32	15	58	19	13	3	6	2
SUPPORT	73.1%	83.6%	73.1%	76.0%	81.7%	45.8%	60.6%	-	50.4%	73.4%	71.4%	68.8%	63.4%	79.0%	75.8%	76.5%	77.7%	60.2%	34.5%	50.7%	-
Strongly	47.4%	57.0%	42.5%	55.9%	46.3%	25.0%	34.1%	-	23.1%	50.3%	38.6%	45.3%	35.6%	56.3%	40.2%	53.0%	45.2%	38.5%	-	23.5%	-
Somewhat	25.8%	26.6%	30.6%	20.1%	35.4%	20.8%	26.5%	-	27.3%	23.1%	32.8%	23.5%	27.8%	22.8%	35.6%	23.5%	32.5%	21.7%	34.5%	27.2%	-
OPPOSE	17.0%	4.1%	26.6%	11.6%	12.2%	20.1%	39.2%	-	49.6%	20.4%	5.1%	22.9%	1.1%	17.4%	7.4%	16.0%	6.0%	39.8%	-	49.3%	-
Somewhat	7.3%	-	5.6%	5.7%	3.3%	20.1%	11.5%	-	20.6%	9.9%	0.4%	15.2%	1.1%	3.6%	-	8.0%	0.4%	18.5%	-	20.5%	-
Strongly	9.7%	4.1%	21.0%	5.8%	8.9%	-	27.7%	-	29.0%	10.5%	4.8%	7.7%	-	13.8%	7.4%	8.0%	5.6%	21.3%	-	28.9%	-
DK/REFUSED	9.9%	12.3%	0.3%	12.4%	6.1%	34.1%	0.1%	100.0%	-	6.2%	23.5%	8.3%	35.5%	3.6%	16.7%	7.6%	16.3%	-	65.5%	-	100.0%
Net Diff.	56.2%	79.6%	46.5%	64.5%	69.5%	25.7%	21.4%	-	0.8%	53.0%	66.2%	45.9%	62.3%	61.6%	68.4%	60.5%	71.7%	20.4%	34.5%	1.3%	-
Mean	3.23	3.56	2.95	3.44	3.27	3.07	2.67	-	2.45	3.21	3.37	3.16	3.54	3.26	3.30	3.31	3.40	2.77	3.00	2.45	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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 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 Answering	99	66	11	18	37	28	15	2	10	35	12	31	16	54	24	12	4	6	1
SUPPORT	73.1%	72.0%	100.0%	63.7%	67.3%	75.2%	79.1%	43.3%	77.0%	66.7%	61.7%	78.1%	84.9%	75.7%	75.9%	54.7%	71.1%	50.7%	-
Strongly	47.4%	50.4%	67.4%	51.0%	44.9%	35.0%	21.6%	43.3%	53.9%	47.9%	20.1%	53.3%	45.7%	54.8%	34.0%	30.1%	41.4%	23.5%	-
Somewhat	25.8%	21.6%	32.6%	12.7%	22.4%	40.2%	57.5%	-	23.1%	18.8%	41.6%	24.7%	39.2%	20.9%	41.9%	24.7%	29.8%	27.2%	-
OPPOSE	17.0%	21.4%	-	17.6%	29.8%	9.4%	9.4%	-	11.8%	24.1%	13.2%	18.2%	6.7%	16.2%	10.9%	45.3%	-	49.3%	-
Somewhat	7.3%	8.5%	-	5.7%	12.6%	5.5%	9.4%	-	0.9%	12.7%	13.2%	3.8%	-	5.8%	6.4%	21.0%	-	20.5%	-
Strongly	9.7%	12.8%	-	11.9%	17.2%	3.9%	-	-	10.9%	11.4%	-	14.4%	6.7%	10.4%	4.5%	24.2%	-	28.9%	-
DK/REFUSED	9.9%	6.6%	-	18.7%	2.9%	15.4%	11.6%	56.7%	11.2%	9.2%	25.1%	3.7%	8.4%	8.1%	13.2%	-	28.9%	-	100.0%
Net Diff.	56.2%	50.7%	100.0%	46.1%	37.5%	65.8%	69.7%	43.3%	65.2%	42.6%	48.4%	59.9%	78.2%	59.5%	64.9%	9.5%	71.1%	1.3%	-
Mean	3.23	3.17	3.67	3.26	2.98	3.26	3.14	4.00	3.35	3.14	3.09	3.21	3.35	3.31	3.21	2.61	3.58	2.45	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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

	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	99	82	17	8	4	3	2	41	8	3	1	3	1	41	9	5	3	-	1
SUPPORT	73.1%	76.8%	55.0%	36.7%	100.0%	50.5%	45.2%	70.2%	46.3%	-	100.0%	50.5%	100.0%	83.3%	62.3%	56.5%	100.0%	-	-
Strongly	47.4%	50.8%	30.7%	17.0%	70.9%	-	45.2%	45.3%	28.7%	-	100.0%	-	100.0%	56.1%	32.4%	26.2%	58.2%	-	-
Somewhat	25.8%	26.1%	24.3%	19.7%	29.1%	50.5%	-	24.8%	17.5%	-	-	50.5%	-	27.2%	29.8%	30.3%	41.8%	-	-
OPPOSE	17.0%	13.9%	31.8%	35.8%	-	48.9%	54.8%	17.4%	38.8%	59.8%	-	48.9%	-	10.5%	26.0%	22.8%	-	-	100.0%
Somewhat	7.3%	5.7%	14.8%	14.8%	-	48.9%	-	11.6%	17.0%	-	-	48.9%	-	-	13.0%	22.8%	-	-	-
Strongly	9.7%	8.2%	17.1%	20.9%	-	-	54.8%	5.8%	21.9%	59.8%	-	-	-	10.5%	13.0%	-	-	-	100.0%
DK/REFUSED	9.9%	9.2%	13.2%	27.5%	-	0.5%	-	12.4%	14.9%	40.2%	-	0.5%	-	6.2%	11.7%	20.7%	-	-	-
Net Diff.	56.2%	62.9%	23.2%	1.0%	100.0%	1.6%	-9.6%	52.7%	7.4%	-59.8%	100.0%	1.6%	100.0%	72.8%	36.3%	33.6%	100.0%	-	-100%
Mean	3.23	3.32	2.79	2.45	3.71	2.51	2.36	3.25	2.62	1.00	4.00	2.51	4.00	3.37	2.93	3.04	3.58	-	1.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	99	12	13	30	18	26	24	73	54	44	72	26	16	32	33	15	38	10
SUPPORT	73.1%	38.1%	77.4%	92.2%	64.0%	70.3%	58.5%	77.6%	77.0%	67.7%	73.8%	70.3%	53.0%	73.1%	70.4%	57.9%	63.5%	77.7%
Strongly	47.4%	25.8%	55.6%	44.7%	55.3%	48.8%	41.2%	48.7%	43.2%	51.4%	46.2%	48.8%	44.2%	42.0%	42.3%	43.7%	39.3%	56.0%
Somewhat	25.8%	12.3%	21.9%	47.5%	8.8%	21.5%	17.3%	28.9%	33.9%	16.3%	27.6%	21.5%	8.9%	31.1%	28.1%	14.2%	24.2%	21.8%
OPPOSE	17.0%	34.7%	22.6%	0.3%	35.9%	12.9%	28.4%	13.4%	13.0%	22.3%	18.7%	12.9%	35.8%	13.4%	17.7%	27.6%	26.2%	0.2%
Somewhat	7.3%	23.3%	-	0.3%	24.4%	-	11.2%	6.1%	5.2%	10.0%	10.0%	-	17.1%	10.2%	8.6%	20.9%	15.7%	-
Strongly	9.7%	11.4%	22.6%	-	11.5%	12.9%	17.2%	7.3%	7.7%	12.3%	8.7%	12.9%	18.7%	3.2%	9.1%	6.7%	10.5%	0.2%
DK/REFUSED	9.9%	27.2%	-	7.5%	0.1%	16.8%	13.1%	9.0%	10.0%	10.0%	7.5%	16.8%	11.2%	13.6%	12.0%	14.5%	10.4%	22.1%
Net Diff.	56.2%	3.4%	54.9%	91.9%	28.1%	57.4%	30.1%	64.2%	64.1%	45.5%	55.1%	57.4%	17.2%	59.7%	52.7%	30.3%	37.3%	77.5%
Mean	3.23	2.72	3.10	3.48	3.08	3.28	2.95	3.31	3.25	3.19	3.20	3.28	2.88	3.29	3.18	3.11	3.03	3.71

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	99	8	41	21	28	34	16	48	51	31	35	32	9	13	10	17	50
SUPPORT	73.1%	69.0%	81.2%	87.4%	73.0%	85.5%	65.7%	66.4%	79.5%	68.7%	59.4%	92.4%	83.3%	55.7%	76.1%	71.6%	75.9%
Strongly	47.4%	35.6%	54.0%	44.5%	55.6%	54.0%	44.3%	42.7%	51.8%	45.1%	33.6%	64.6%	50.4%	38.0%	48.9%	33.6%	53.7%
Somewhat	25.8%	33.4%	27.2%	42.9%	17.5%	31.5%	21.4%	23.7%	27.7%	23.6%	25.8%	27.8%	32.8%	17.7%	27.1%	38.0%	22.2%
OPPOSE	17.0%	14.2%	13.4%	5.6%	19.4%	10.1%	20.8%	20.8%	13.3%	17.4%	25.4%	7.3%	16.7%	20.1%	12.0%	28.4%	13.3%
Somewhat	7.3%	-	2.9%	-	4.1%	3.5%	-	12.5%	2.3%	3.3%	14.1%	3.6%	16.7%	9.9%	0.9%	18.7%	2.3%
Strongly	9.7%	14.2%	10.6%	5.6%	15.3%	6.6%	20.8%	8.3%	11.0%	14.1%	11.3%	3.7%	-	10.2%	11.1%	9.7%	10.9%
DK/REFUSED	9.9%	16.8%	5.4%	7.0%	7.5%	4.4%	13.5%	12.8%	7.2%	13.9%	15.2%	0.3%	-	24.2%	12.0%	-	10.9%
Net Diff.	56.2%	54.7%	67.8%	81.8%	53.6%	75.4%	44.9%	45.6%	66.2%	51.3%	34.0%	85.0%	66.5%	35.6%	64.1%	43.2%	62.6%
Mean	3.23	3.09	3.32	3.36	3.23	3.39	3.03	3.16	3.30	3.16	2.96	3.54	3.34	3.10	3.29	2.95	3.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

13. 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	99	36	25	25	4	9	13	11	11	-	3	1	-	1
SUPPORT	73.1%	80.3%	64.8%	69.3%	76.6%	76.8%	77.6%	84.2%	84.2%	-	100.0%	-	-	-
Strongly	47.4%	49.3%	50.1%	50.4%	25.1%	34.7%	24.1%	70.4%	70.4%	-	40.6%	-	-	-
Somewhat	25.8%	31.0%	14.6%	18.9%	51.5%	42.1%	53.6%	13.8%	13.8%	-	59.4%	-	-	-
OPPOSE	17.0%	19.6%	13.3%	17.7%	23.4%	11.4%	22.1%	-	-	-	-	-	-	-
Somewhat	7.3%	7.9%	8.9%	8.7%	-	-	0.7%	-	-	-	-	-	-	-
Strongly	9.7%	11.7%	4.4%	9.0%	23.4%	11.4%	21.5%	-	-	-	-	-	-	-
DK/REFUSED	9.9%	0.1%	21.9%	13.0%	-	11.8%	0.2%	15.8%	15.8%	-	-	100.0%	-	100.0%
Net Diff.	56.2%	60.6%	51.4%	51.6%	53.2%	65.4%	55.5%	84.2%	84.2%	-	100.0%	-	-	-
Mean	3.23	3.18	3.42	3.27	2.78	3.14	2.80	3.84	3.84	-	3.41	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
SUPPORT	91.2%	93.0%	90.7%	83.4%	96.4%	92.1%	88.1%	90.5%	76.6%	85.1%	86.5%	64.9%	97.4%	97.3%	100.0%	93.1%
Strongly	63.7%	68.5%	56.5%	62.2%	64.5%	66.6%	53.9%	56.0%	44.3%	45.2%	45.7%	37.8%	83.3%	83.7%	63.5%	66.5%
Somewhat	27.4%	24.4%	34.2%	21.2%	31.8%	25.5%	34.2%	34.6%	32.3%	39.9%	40.8%	27.1%	14.1%	13.6%	36.5%	26.6%
OPPOSE	5.6%	5.4%	6.7%	7.8%	0.3%	5.6%	5.6%	4.2%	11.9%	10.7%	10.3%	15.7%	-	-	-	6.3%
Somewhat	2.4%	3.6%	1.4%	2.1%	0.3%	2.5%	2.0%	2.3%	0.7%	4.9%	4.1%	15.7%	-	-	-	0.5%
Strongly	3.2%	1.8%	5.3%	5.7%	-	3.1%	3.6%	1.9%	11.2%	5.8%	6.2%	-	-	-	-	5.9%
DK/REFUSED	3.3%	1.7%	2.6%	8.8%	3.4%	2.4%	6.3%	5.2%	11.5%	4.2%	3.2%	19.4%	2.6%	2.7%	-	0.6%
Net Diff.	85.6%	87.6%	84.0%	75.6%	96.1%	86.5%	82.5%	86.3%	64.7%	74.5%	76.2%	49.2%	97.4%	97.3%	100.0%	86.8%
Mean	3.57	3.62	3.46	3.53	3.67	3.59	3.48	3.53	3.24	3.30	3.30	3.27	3.86	3.86	3.64	3.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
SUPPORT	91.2%	94.4%	100.0%	86.6%	90.8%	97.8%	93.9%	88.4%	90.2%	100.0%	100.0%	100.0%	92.8%
Strongly	63.7%	56.6%	89.6%	58.9%	62.4%	82.4%	71.1%	60.6%	59.1%	45.9%	100.0%	77.6%	69.7%
Somewhat	27.4%	37.8%	10.4%	27.7%	28.3%	15.4%	22.7%	27.8%	31.1%	54.1%	-	22.4%	23.1%
OPPOSE	5.6%	5.6%	-	8.2%	5.5%	-	6.1%	8.3%	5.9%	-	-	-	5.2%
Somewhat	2.4%	2.8%	-	3.1%	2.4%	-	-	5.1%	2.2%	-	-	-	3.2%
Strongly	3.2%	2.7%	-	5.0%	3.1%	-	6.1%	3.3%	3.7%	-	-	-	2.0%
DK/REFUSED	3.3%	-	-	5.3%	3.8%	2.2%	-	3.2%	3.9%	-	-	-	2.0%
Net Diff.	85.6%	88.9%	100.0%	78.4%	85.3%	97.8%	87.7%	80.1%	84.2%	100.0%	100.0%	100.0%	87.6%
Mean	3.57	3.48	3.90	3.48	3.56	3.84	3.59	3.51	3.51	3.46	4.00	3.78	3.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
SUPPORT	91.2%	89.5%	100.0%	85.6%	91.2%	100.0%	93.8%	99.7%	85.0%	85.0%	62.0%	97.5%	97.5%	100.0%	89.9%
Strongly	63.7%	55.2%	83.6%	54.2%	69.3%	88.3%	87.0%	50.3%	46.3%	46.3%	50.4%	81.3%	81.2%	93.4%	64.8%
Somewhat	27.4%	34.3%	16.4%	31.4%	21.9%	11.7%	6.8%	49.4%	38.7%	38.7%	11.6%	16.3%	16.3%	6.6%	25.1%
OPPOSE	5.6%	7.9%	-	9.5%	3.2%	-	-	-	10.7%	10.7%	-	-	-	-	9.9%
Somewhat	2.4%	3.4%	-	3.1%	3.2%	-	-	-	4.9%	4.9%	-	-	-	-	0.7%
Strongly	3.2%	4.5%	-	6.4%	-	-	-	-	5.8%	5.9%	-	-	-	-	9.1%
DK/REFUSED	3.3%	2.6%	-	4.9%	5.7%	-	6.2%	0.3%	4.3%	4.2%	38.0%	2.5%	2.5%	-	0.3%
Net Diff.	85.6%	81.6%	100.0%	76.1%	88.0%	100.0%	93.8%	99.7%	74.3%	74.3%	62.0%	97.5%	97.5%	100.0%	80.0%
Mean	3.57	3.44	3.84	3.40	3.70	3.88	3.93	3.50	3.31	3.31	3.81	3.83	3.83	3.93	3.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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 HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
SUPPORT	91.2%	85.3%	86.4%	66.7%	97.3%	97.2%	100.0%	91.1%	93.5%	88.4%
Strongly	63.7%	47.3%	47.2%	49.1%	82.0%	82.0%	82.4%	58.3%	53.3%	59.5%
Somewhat	27.4%	38.0%	39.2%	17.5%	15.3%	15.2%	17.6%	32.8%	40.2%	28.9%
OPPOSE	5.6%	10.3%	9.8%	18.8%	-	-	-	8.5%	6.5%	11.3%
Somewhat	2.4%	5.1%	4.3%	18.8%	-	-	-	0.3%	3.3%	0.8%
Strongly	3.2%	5.3%	5.6%	-	-	-	-	8.1%	3.2%	10.5%
DK/REFUSED	3.3%	4.4%	3.8%	14.6%	2.7%	2.8%	-	0.4%	-	0.3%
Net Diff.	85.6%	75.0%	76.6%	47.9%	97.3%	97.2%	100.0%	82.6%	87.1%	77.0%
Mean	3.57	3.33	3.33	3.36	3.84	3.84	3.82	3.42	3.44	3.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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		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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
SUPPORT	91.2%	94.1%	83.8%	90.2%	90.3%	90.3%	91.4%	89.9%	95.6%	100.0%	74.8%	100.0%	-	100.0%	-	84.0%	97.6%	93.5%	94.8%	80.6%	100.0%
Strongly	63.7%	70.0%	44.7%	62.9%	60.8%	55.3%	71.5%	58.6%	90.3%	71.7%	44.1%	64.8%	-	69.9%	-	53.1%	80.4%	60.2%	62.5%	35.5%	76.3%
Somewhat	27.4%	24.0%	39.1%	27.3%	29.5%	35.1%	19.8%	31.3%	5.3%	28.3%	30.7%	35.2%	-	30.1%	-	30.9%	17.2%	33.3%	32.2%	45.1%	23.7%
OPPOSE	5.6%	4.0%	10.0%	7.3%	6.9%	7.3%	3.8%	7.3%	2.2%	-	19.1%	-	100.0%	-	100.0%	12.1%	-	3.1%	1.4%	19.4%	-
Somewhat	2.4%	1.8%	4.7%	4.2%	1.9%	3.9%	1.0%	3.3%	-	-	7.5%	-	42.9%	-	42.9%	6.2%	-	0.1%	-	1.0%	-
Strongly	3.2%	2.2%	5.2%	3.1%	5.0%	3.4%	2.8%	3.9%	2.2%	-	11.6%	-	57.1%	-	57.1%	5.9%	-	3.0%	1.4%	18.4%	-
DK/REFUSED	3.3%	2.0%	6.3%	2.5%	2.8%	2.4%	4.9%	2.9%	2.2%	-	6.1%	-	-	-	-	3.9%	2.4%	3.4%	3.8%	-	-
Net Diff.	85.6%	90.1%	73.8%	83.0%	83.4%	83.0%	87.6%	82.6%	93.4%	100.0%	55.8%	100.0%	-100%	100.0%	-100%	71.9%	97.6%	90.4%	93.3%	61.3%	100.0%
Mean	3.57	3.65	3.31	3.54	3.50	3.46	3.68	3.49	3.88	3.72	3.14	3.65	1.43	3.70	1.43	3.37	3.82	3.56	3.62	2.98	3.76



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
SUPPORT	91.2%	81.3%	96.9%	91.2%	87.3%	98.1%	95.2%	84.8%	100.0%	96.0%	76.8%	92.6%	78.0%	53.2%	91.5%	76.2%
Strongly	63.7%	54.9%	88.8%	57.1%	51.0%	75.0%	62.5%	51.8%	83.4%	62.9%	66.0%	73.6%	43.1%	53.2%	69.5%	53.7%
Somewhat	27.4%	26.4%	8.1%	34.1%	36.3%	23.1%	32.7%	33.0%	16.6%	33.0%	10.8%	19.0%	34.9%	-	21.9%	22.4%
OPPOSE	5.6%	13.4%	-	4.3%	10.5%	-	2.2%	11.0%	-	0.1%	23.1%	-	22.0%	46.8%	-	23.8%
Somewhat	2.4%	9.6%	-	0.2%	2.2%	-	-	4.5%	-	0.1%	23.1%	-	-	46.8%	-	-
Strongly	3.2%	3.8%	-	4.1%	8.3%	-	2.2%	6.5%	-	-	-	-	22.0%	-	-	23.8%
DK/REFUSED	3.3%	5.3%	3.1%	4.4%	2.2%	1.9%	2.6%	4.2%	-	3.9%	0.1%	7.4%	-	-	8.5%	-
Net Diff.	85.6%	67.8%	96.9%	86.9%	76.7%	98.1%	93.0%	73.8%	100.0%	95.9%	53.7%	92.6%	55.9%	6.5%	91.5%	52.4%
Mean	3.57	3.40	3.92	3.51	3.33	3.76	3.60	3.36	3.83	3.65	3.43	3.79	2.99	3.06	3.76	3.06

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
SUPPORT	91.2%	80.4%	88.5%	98.4%	96.7%	100.0%	98.5%	84.5%	87.1%	82.4%	100.0%	100.0%	100.0%	82.4%	97.6%	97.2%	86.9%	98.1%	98.0%	86.0%
Strongly	63.7%	46.3%	60.1%	81.2%	88.3%	74.2%	65.4%	53.4%	61.6%	46.8%	65.2%	93.0%	73.1%	51.0%	75.9%	58.6%	56.3%	79.7%	63.3%	53.2%
Somewhat	27.4%	34.0%	28.4%	17.1%	8.4%	25.8%	33.2%	31.0%	25.5%	35.5%	34.8%	7.0%	26.9%	31.4%	21.7%	38.6%	30.6%	18.4%	34.7%	32.8%
OPPOSE	5.6%	12.1%	11.3%	-	-	-	1.5%	9.9%	8.0%	11.6%	-	-	-	10.4%	-	2.8%	9.4%	-	2.0%	8.4%
Somewhat	2.4%	6.0%	6.1%	-	-	-	-	5.5%	6.1%	4.9%	-	-	-	8.5%	-	-	2.0%	-	-	4.2%
Strongly	3.2%	6.1%	5.2%	-	-	-	1.5%	4.5%	1.9%	6.6%	-	-	-	1.9%	-	2.8%	7.4%	-	2.0%	4.2%
DK/REFUSED	3.3%	7.5%	0.2%	1.6%	3.3%	-	-	5.6%	5.0%	6.1%	-	-	-	7.2%	2.4%	-	3.7%	1.9%	-	5.6%
Net Diff.	85.6%	68.2%	77.3%	98.4%	96.7%	100.0%	97.0%	74.5%	79.1%	70.8%	100.0%	100.0%	100.0%	71.9%	97.6%	94.4%	77.5%	98.1%	96.1%	77.7%
Mean	3.57	3.30	3.44	3.83	3.91	3.74	3.62	3.41	3.55	3.31	3.65	3.93	3.73	3.42	3.78	3.53	3.41	3.81	3.59	3.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

	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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
SUPPORT	91.2%	100.0%	100.0%	75.4%	100.0%	100.0%	78.9%	84.9%	97.6%	94.8%	92.2%	92.7%	90.8%	92.9%	89.2%	88.9%	91.9%	96.5%	91.5%	92.8%
Strongly	63.7%	90.4%	70.0%	54.6%	100.0%	72.1%	54.0%	45.0%	83.1%	70.9%	64.5%	65.3%	58.0%	70.6%	62.2%	65.6%	54.9%	74.9%	57.2%	68.8%
Somewhat	27.4%	9.6%	30.0%	20.8%	-	27.9%	24.8%	39.9%	14.4%	23.9%	27.7%	27.4%	32.8%	22.4%	27.0%	23.3%	37.0%	21.6%	34.3%	24.0%
OPPOSE	5.6%	-	-	19.0%	-	-	11.1%	11.1%	-	2.9%	5.8%	3.5%	4.6%	4.7%	3.5%	8.3%	5.4%	1.6%	4.6%	4.5%
Somewhat	2.4%	-	-	12.8%	-	-	11.1%	4.7%	-	2.9%	2.2%	1.5%	1.5%	2.9%	3.5%	6.2%	-	-	1.8%	2.3%
Strongly	3.2%	-	-	6.2%	-	-	-	6.3%	-	-	3.6%	2.0%	3.1%	1.8%	-	2.1%	5.4%	1.6%	2.8%	2.2%
DK/REFUSED	3.3%	-	-	5.6%	-	-	10.0%	4.1%	2.4%	2.4%	2.0%	3.8%	4.6%	2.3%	7.3%	2.8%	2.7%	1.9%	3.9%	2.7%
Net Diff.	85.6%	100.0%	100.0%	56.4%	100.0%	100.0%	67.8%	73.8%	97.6%	91.9%	86.4%	89.2%	86.2%	88.2%	85.7%	80.6%	86.6%	94.9%	86.9%	88.3%
Mean	3.57	3.90	3.70	3.31	4.00	3.72	3.48	3.29	3.85	3.70	3.56	3.62	3.53	3.65	3.63	3.57	3.45	3.73	3.52	3.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
SUPPORT	91.2%	87.3%	93.7%	87.3%	100.0%	93.1%	93.4%	91.4%	90.1%	94.7%	95.5%	92.8%	95.4%	94.5%	85.6%	100.0%	87.9%	89.1%	93.7%	83.9%	93.8%	
Strongly	63.7%	59.7%	80.3%	52.6%	91.5%	64.8%	68.9%	66.0%	70.7%	63.6%	67.9%	63.1%	70.3%	73.6%	62.1%	86.7%	56.8%	63.5%	64.2%	66.9%	64.5%	
Somewhat	27.4%	27.6%	13.5%	34.8%	8.5%	28.3%	24.5%	25.4%	19.4%	31.1%	27.6%	29.7%	25.0%	20.9%	23.5%	13.3%	31.1%	25.6%	29.5%	17.0%	29.3%	
OPPOSE	5.6%	4.5%	6.3%	-	-	4.6%	3.8%	5.9%	5.2%	3.3%	3.0%	4.4%	3.5%	5.5%	5.4%	-	-	4.9%	5.0%	9.0%	3.6%	
Somewhat	2.4%	-	6.3%	-	-	1.8%	2.0%	3.8%	5.2%	-	-	2.2%	1.1%	-	5.4%	-	-	3.0%	1.4%	6.6%	1.5%	
Strongly	3.2%	4.5%	-	-	-	2.7%	1.9%	2.1%	-	3.3%	3.0%	2.2%	2.4%	5.5%	-	-	-	2.0%	3.6%	2.4%	2.1%	
DK/REFUSED	3.3%	8.2%	-	12.7%	-	2.4%	2.7%	2.8%	4.7%	2.0%	1.5%	2.8%	1.2%	-	9.1%	-	12.1%	5.9%	1.3%	7.1%	2.7%	
Net Diff.	85.6%	82.9%	87.4%	87.3%	100.0%	88.5%	89.6%	85.5%	84.9%	91.4%	92.5%	88.4%	91.9%	88.9%	80.2%	100.0%	87.9%	84.2%	88.8%	74.9%	90.2%	
Mean	3.57	3.55	3.74	3.60	3.91	3.59	3.65	3.60	3.69	3.58	3.63	3.58	3.65	3.63	3.62	3.87	3.65	3.60	3.56	3.60	3.60	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
SUPPORT	91.2%	93.3%	93.7%	90.2%	95.2%	83.7%	86.8%	83.6%	86.9%	85.6%	95.9%	83.5%	94.9%	88.2%	96.4%	87.7%	96.5%	73.7%	93.1%	68.4%	91.3%
Strongly	63.7%	60.8%	64.0%	63.9%	63.7%	61.5%	65.5%	58.3%	69.4%	54.1%	72.2%	53.8%	80.0%	54.4%	67.6%	55.5%	71.2%	46.1%	75.2%	39.0%	73.1%
Somewhat	27.4%	32.5%	29.8%	26.3%	31.6%	22.2%	21.3%	25.4%	17.5%	31.5%	23.7%	29.7%	14.9%	33.8%	28.9%	32.2%	25.4%	27.6%	17.9%	29.4%	18.2%
OPPOSE	5.6%	1.7%	6.2%	4.7%	3.2%	6.0%	13.2%	-	13.1%	11.1%	0.7%	12.1%	0.1%	9.8%	1.1%	8.3%	0.9%	26.3%	-	31.6%	-
Somewhat	2.4%	-	1.3%	2.3%	0.9%	6.0%	3.9%	-	5.4%	5.4%	0.1%	8.0%	0.1%	2.0%	-	4.2%	0.1%	12.2%	-	13.1%	-
Strongly	3.2%	1.7%	4.9%	2.4%	2.3%	-	9.3%	-	7.6%	5.7%	0.7%	4.1%	-	7.8%	1.1%	4.2%	0.9%	14.1%	-	18.5%	-
DK/REFUSED	3.3%	5.0%	0.1%	5.1%	1.6%	10.2%	*	16.4%	-	3.3%	3.4%	4.4%	5.0%	2.0%	2.5%	4.0%	2.5%	-	6.9%	-	8.7%
Net Diff.	85.6%	91.7%	87.5%	85.5%	92.1%	77.7%	73.7%	83.6%	73.9%	74.4%	95.1%	71.4%	94.7%	78.4%	95.4%	79.4%	95.6%	47.4%	93.1%	36.9%	91.3%
Mean	3.57	3.61	3.53	3.60	3.59	3.62	3.43	3.70	3.49	3.39	3.73	3.39	3.84	3.38	3.67	3.45	3.71	3.06	3.81	2.89	3.80

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23	
SUPPORT	91.2%	85.3%	100.0%	78.1%	83.2%	95.7%	93.5%	94.8%	97.3%	81.8%	93.3%	89.0%	97.4%	87.6%	95.4%	73.0%	96.5%	75.2%	95.1%	
Strongly	63.7%	53.8%	58.7%	48.4%	54.3%	70.6%	60.7%	76.6%	74.7%	55.8%	71.8%	51.7%	69.8%	54.1%	69.4%	52.2%	74.4%	51.2%	75.4%	
Somewhat	27.4%	31.5%	41.3%	29.7%	28.9%	25.0%	32.8%	18.1%	22.6%	26.0%	21.4%	37.2%	27.6%	33.5%	26.0%	20.9%	22.1%	24.0%	19.6%	
OPPOSE	5.6%	11.2%	-	10.6%	15.3%	1.6%	2.9%	-	1.4%	13.2%	2.3%	9.2%	1.2%	8.3%	2.1%	27.0%	-	24.8%	-	
Somewhat	2.4%	4.5%	-	3.4%	6.5%	1.0%	2.9%	-	0.1%	7.0%	2.3%	1.9%	-	3.0%	1.2%	12.5%	-	10.3%	-	
Strongly	3.2%	6.7%	-	7.2%	8.9%	0.7%	-	-	1.3%	6.2%	-	7.3%	1.2%	5.3%	0.9%	14.4%	-	14.5%	-	
DK/REFUSED	3.3%	3.5%	-	11.3%	1.5%	2.7%	3.6%	5.2%	1.3%	5.0%	4.4%	1.9%	1.5%	4.1%	2.5%	-	3.5%	-	4.9%	
Net Diff.	85.6%	74.1%	100.0%	67.5%	67.9%	94.0%	90.6%	94.8%	95.9%	68.6%	90.9%	79.8%	96.2%	79.2%	93.3%	46.1%	96.5%	50.4%	95.1%	
Mean	3.57	3.37	3.59	3.34	3.31	3.70	3.60	3.81	3.73	3.38	3.73	3.36	3.68	3.42	3.68	3.11	3.77	3.12	3.79	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

	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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
SUPPORT	91.2%	92.3%	85.9%	85.7%	100.0%	78.3%	60.6%	89.2%	84.2%	81.5%	100.0%	78.3%	100.0%	94.8%	87.4%	88.8%	100.0%	-	-
Strongly	63.7%	63.4%	64.6%	65.2%	86.9%	29.9%	60.6%	63.5%	68.7%	74.3%	100.0%	29.9%	100.0%	63.3%	60.8%	58.4%	80.5%	-	-
Somewhat	27.4%	28.9%	21.2%	20.5%	13.1%	48.4%	-	25.7%	15.5%	7.2%	-	48.4%	-	31.6%	26.7%	30.4%	19.5%	-	-
OPPOSE	5.6%	4.6%	10.0%	8.1%	-	21.4%	39.4%	6.3%	11.4%	11.1%	-	21.4%	-	3.3%	8.7%	5.9%	-	-	100.0%
Somewhat	2.4%	1.9%	4.6%	3.4%	-	21.4%	-	4.2%	5.0%	-	-	21.4%	-	-	4.3%	5.9%	-	-	-
Strongly	3.2%	2.7%	5.4%	4.7%	-	-	39.4%	2.1%	6.4%	11.1%	-	-	-	3.3%	4.3%	-	-	-	100.0%
DK/REFUSED	3.3%	3.1%	4.1%	6.2%	-	0.2%	-	4.5%	4.4%	7.4%	-	0.2%	-	1.9%	3.9%	5.3%	-	-	-
Net Diff.	85.6%	87.6%	75.9%	77.6%	100.0%	56.9%	21.1%	82.9%	72.8%	70.5%	100.0%	56.9%	100.0%	91.6%	78.8%	82.9%	100.0%	-	-100%
Mean	3.57	3.58	3.51	3.56	3.87	3.09	2.82	3.58	3.53	3.56	4.00	3.09	4.00	3.58	3.50	3.55	3.80	-	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
SUPPORT	91.2%	78.1%	93.7%	97.1%	89.7%	90.2%	87.1%	92.6%	92.2%	89.9%	91.5%	90.2%	83.8%	90.6%	88.0%	88.7%	86.7%	93.3%
Strongly	63.7%	48.5%	68.2%	62.5%	68.2%	64.9%	59.8%	64.9%	61.2%	66.4%	63.2%	64.9%	63.8%	64.8%	62.2%	67.8%	62.6%	70.5%
Somewhat	27.4%	29.6%	25.5%	34.7%	21.4%	25.3%	27.3%	27.6%	31.0%	23.6%	28.3%	25.3%	20.0%	25.7%	25.8%	20.9%	24.1%	22.8%
OPPOSE	5.6%	12.3%	6.3%	0.1%	10.3%	4.3%	8.8%	4.4%	4.4%	7.0%	6.1%	4.3%	12.3%	4.7%	7.2%	7.4%	9.5%	0.1%
Somewhat	2.4%	8.3%	-	0.1%	7.0%	-	3.5%	2.0%	1.8%	3.1%	3.2%	-	5.9%	3.6%	3.5%	5.6%	5.7%	-
Strongly	3.2%	4.0%	6.3%	-	3.3%	4.3%	5.3%	2.4%	2.6%	3.8%	2.8%	4.3%	6.4%	1.1%	3.7%	1.8%	3.8%	0.1%
DK/REFUSED	3.3%	9.6%	-	2.7%	*%	5.6%	4.1%	3.0%	3.4%	3.1%	2.5%	5.6%	3.8%	4.8%	4.9%	3.9%	3.8%	6.7%
Net Diff.	85.6%	65.8%	87.4%	97.0%	79.3%	85.9%	78.2%	88.1%	87.8%	83.0%	85.4%	85.9%	71.5%	85.9%	80.8%	81.4%	77.2%	93.2%
Mean	3.57	3.36	3.56	3.64	3.55	3.60	3.48	3.60	3.56	3.57	3.56	3.60	3.47	3.62	3.54	3.61	3.51	3.75



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
SUPPORT	91.2%	91.8%	94.0%	96.6%	90.8%	95.8%	87.8%	88.3%	93.6%	90.7%	85.2%	97.5%	91.8%	87.3%	93.9%	90.9%	91.7%
Strongly	63.7%	53.9%	65.0%	60.2%	65.4%	63.6%	60.8%	64.5%	63.1%	64.0%	52.9%	74.0%	63.9%	58.1%	61.1%	67.8%	64.7%
Somewhat	27.4%	37.9%	29.0%	36.4%	25.4%	32.2%	27.1%	23.8%	30.6%	26.7%	32.3%	23.5%	27.9%	29.2%	32.9%	23.1%	27.0%
OPPOSE	5.6%	3.7%	4.3%	1.5%	6.7%	2.9%	7.4%	7.3%	4.1%	5.2%	9.2%	2.4%	8.2%	5.8%	3.0%	9.1%	4.6%
Somewhat	2.4%	-	0.9%	-	1.4%	1.0%	-	4.3%	0.7%	1.0%	5.1%	1.2%	8.2%	2.8%	0.2%	6.0%	0.8%
Strongly	3.2%	3.7%	3.4%	1.5%	5.2%	1.9%	7.4%	2.9%	3.4%	4.2%	4.1%	1.2%	-	2.9%	2.8%	3.1%	3.8%
DK/REFUSED	3.3%	4.4%	1.7%	1.9%	2.6%	1.3%	4.8%	4.5%	2.2%	4.1%	5.5%	0.1%	-	6.9%	3.0%	-	3.7%
Net Diff.	85.6%	88.1%	89.7%	95.1%	84.1%	92.9%	80.5%	81.0%	89.5%	85.5%	76.0%	95.1%	83.7%	81.5%	90.9%	81.7%	87.1%
Mean	3.57	3.49	3.58	3.58	3.55	3.60	3.48	3.57	3.57	3.57	3.42	3.70	3.56	3.53	3.57	3.56	3.59

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	109	75	64	25	27	45	20	18	2	7	23	1	22	
SUPPORT	91.2%	93.6%	88.5%	87.9%	95.9%	92.1%	93.4%	90.9%	89.8%	100.0%	100.0%	94.0%	100.0%	93.7%	
Strongly	63.7%	60.4%	65.7%	61.1%	73.4%	68.9%	60.2%	56.9%	51.9%	100.0%	58.4%	63.6%	100.0%	61.4%	
Somewhat	27.4%	33.2%	22.8%	26.8%	22.5%	23.2%	33.1%	34.0%	37.9%	-	41.6%	30.4%	-	32.3%	
OPPOSE	5.6%	6.4%	4.3%	6.9%	4.1%	3.9%	6.6%	-	-	-	-	-	-	-	
Somewhat	2.4%	2.6%	2.9%	3.4%	-	-	0.2%	-	-	-	-	-	-	-	
Strongly	3.2%	3.8%	1.4%	3.5%	4.1%	3.9%	6.4%	-	-	-	-	-	-	-	
DK/REFUSED	3.3%	0%	7.1%	5.1%	-	4.0%	0.1%	9.1%	10.2%	-	-	6.0%	-	6.3%	
Net Diff.	85.6%	87.2%	84.2%	81.0%	91.8%	88.3%	86.8%	90.9%	89.8%	100.0%	100.0%	94.0%	100.0%	93.7%	
Mean	3.57	3.50	3.65	3.53	3.65	3.64	3.47	3.63	3.58	4.00	3.58	3.68	4.00	3.66	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
MEDICAID BENEFIT COMBO	91.2%	93.0%	90.7%	83.4%	96.4%	92.1%	88.1%	90.5%	76.6%	85.1%	86.5%	64.9%	97.4%	97.3%	100.0%	93.1%
MEDICAL MARIJUANA	73.7%	72.0%	73.6%	71.5%	84.2%	76.8%	63.0%	64.8%	54.9%	59.7%	57.2%	98.1%	88.1%	88.6%	66.6%	78.5%
LOWERING STATE TAX RATE	71.8%	71.8%	78.4%	63.7%	66.6%	73.1%	67.3%	68.0%	63.9%	92.3%	91.8%	99.0%	51.8%	51.4%	66.6%	56.9%
EXPAND MEDICAID PROGRAM	67.1%	66.2%	66.9%	69.4%	68.3%	67.1%	67.3%	72.7%	42.0%	38.6%	37.9%	49.1%	95.5%	95.4%	100.0%	84.2%
PARENTS SCHOOL CHOICE	49.8%	52.1%	51.5%	44.5%	43.8%	49.7%	50.3%	46.0%	70.8%	68.3%	67.5%	80.6%	32.9%	33.7%	-	27.8%
LEGALIZE SPORTS BETTING	38.8%	42.8%	34.3%	33.2%	42.3%	40.2%	34.3%	38.9%	12.8%	41.1%	39.9%	59.7%	37.0%	37.0%	36.5%	33.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
MEDICAID BENEFIT COMBO	91.2%	94.4%	100.0%	86.6%	90.8%	97.8%	93.9%	88.4%	90.2%	100.0%	100.0%	100.0%	92.8%
MEDICAL MARIJUANA	73.7%	69.6%	100.0%	63.1%	74.4%	92.2%	86.1%	65.6%	70.7%	77.8%	100.0%	91.4%	74.8%
LOWERING STATE TAX RATE	71.8%	94.3%	38.3%	78.3%	70.0%	54.2%	78.5%	80.0%	72.7%	98.5%	-	60.9%	71.7%
EXPAND MEDICAID PROGRAM	67.1%	43.9%	100.0%	63.2%	67.9%	95.3%	33.9%	64.2%	63.7%	100.0%	100.0%	80.8%	68.7%
PARENTS SCHOOL CHOICE	49.8%	78.2%	23.6%	52.3%	47.1%	34.8%	61.8%	53.2%	51.5%	98.5%	100.0%	45.9%	52.3%
LEGALIZE SPORTS BETTING	38.8%	45.2%	40.3%	34.8%	38.9%	50.8%	58.0%	34.0%	35.6%	59.6%	100.0%	55.5%	41.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
MEDICAID BENEFIT COMBO	91.2%	89.5%	100.0%	85.6%	91.2%	100.0%	93.8%	99.7%	85.0%	85.0%	62.0%	97.5%	97.5%	100.0%	89.9%
MEDICAL MARIJUANA	73.7%	69.1%	77.0%	66.3%	72.4%	92.8%	95.8%	89.6%	59.6%	59.5%	100.0%	89.6%	89.6%	93.4%	53.5%
LOWERING STATE TAX RATE	71.8%	88.2%	66.0%	74.5%	58.0%	29.4%	51.8%	49.4%	93.0%	93.0%	100.0%	53.2%	53.6%	9.0%	35.8%
EXPAND MEDICAID PROGRAM	67.1%	50.1%	87.8%	63.2%	77.0%	100.0%	88.7%	86.2%	38.1%	38.2%	-	96.8%	96.8%	100.0%	63.3%
PARENTS SCHOOL CHOICE	49.8%	63.6%	39.2%	54.1%	29.1%	14.5%	48.3%	35.1%	67.3%	67.2%	100.0%	33.3%	33.5%	9.0%	35.6%
LEGALIZE SPORTS BETTING	38.8%	48.5%	43.5%	31.9%	35.2%	21.3%	21.5%	41.8%	41.6%	41.6%	-	37.2%	36.8%	91.0%	25.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
MEDICAID BENEFIT COMBO	91.2%	85.3%	86.4%	66.7%	97.3%	97.2%	100.0%	91.1%	93.5%	88.4%
MEDICAL MARIJUANA	73.7%	58.7%	57.1%	85.4%	90.3%	89.9%	100.0%	69.8%	68.1%	61.6%
LOWERING STATE TAX RATE	71.8%	92.5%	93.0%	82.7%	55.1%	55.8%	37.5%	46.3%	100.0%	41.2%
EXPAND MEDICAID PROGRAM	67.1%	38.5%	37.9%	49.1%	95.7%	95.5%	100.0%	74.9%	34.8%	72.8%
PARENTS SCHOOL CHOICE	49.8%	69.4%	68.5%	85.4%	32.9%	34.2%	-	31.0%	78.4%	41.0%
LEGALIZE SPORTS BETTING	38.8%	42.9%	43.1%	39.7%	38.4%	38.9%	26.2%	19.5%	46.3%	29.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
MEDICAID BENEFIT COMBO	91.2%	94.1%	83.8%	90.2%	90.3%	90.3%	91.4%	89.9%	95.6%	100.0%	74.8%	100.0%	-	100.0%	-	84.0%	97.6%	93.5%	94.8%	80.6%	100.0%
MEDICAL MARIJUANA	73.7%	100.0%	-	87.4%	56.9%	70.9%	76.5%	72.1%	82.3%	83.1%	54.1%	56.3%	52.7%	76.0%	52.7%	57.7%	84.7%	82.4%	83.5%	84.1%	23.7%
LOWERING STATE TAX RATE	71.8%	70.2%	80.9%	80.3%	74.1%	85.5%	59.6%	100.0%	-	64.6%	91.8%	87.9%	93.6%	70.7%	93.6%	88.5%	54.8%	68.2%	70.8%	57.9%	-
EXPAND MEDICAID PROGRAM	67.1%	75.7%	41.7%	69.6%	63.2%	60.1%	75.8%	60.4%	90.2%	100.0%	-	-	-	73.6%	-	41.6%	96.1%	69.8%	69.8%	78.4%	23.7%
PARENTS SCHOOL CHOICE	49.8%	47.9%	61.4%	53.1%	53.8%	100.0%	-	59.3%	17.5%	44.6%	62.9%	62.6%	65.2%	49.3%	65.2%	60.3%	33.4%	53.2%	53.1%	64.1%	-
LEGALIZE SPORTS BETTING	38.8%	46.0%	19.8%	100.0%	-	41.4%	36.8%	43.4%	29.3%	40.3%	38.9%	33.4%	50.6%	38.4%	50.6%	39.2%	40.2%	37.1%	39.9%	14.0%	23.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	
	Total	300	62	36	40	52	56	54	103	62	81	11	29	13	3	26
MEDICAID BENEFIT COMBO	91.2%	81.3%	96.9%	91.2%	87.3%	98.1%	95.2%	84.8%	100.0%	96.0%	76.8%	92.6%	78.0%	53.2%	91.5%	76.2%
MEDICAL MARIJUANA	73.7%	59.8%	88.9%	82.5%	55.2%	81.9%	82.3%	57.2%	84.2%	81.6%	62.6%	85.2%	87.4%	53.2%	82.9%	77.2%
LOWERING STATE TAX RATE	71.8%	93.2%	45.5%	75.1%	83.0%	60.8%	63.0%	91.1%	41.6%	64.9%	63.6%	80.9%	88.7%	47.5%	77.9%	98.2%
EXPAND MEDICAID PROGRAM	67.1%	47.8%	96.9%	63.0%	34.3%	95.6%	74.8%	43.0%	97.7%	73.3%	27.4%	92.6%	47.8%	0.8%	91.5%	53.3%
PARENTS SCHOOL CHOICE	49.8%	67.0%	25.0%	54.0%	52.5%	38.8%	52.6%	62.0%	28.8%	47.3%	44.5%	44.0%	89.9%	47.5%	39.2%	81.8%
LEGALIZE SPORTS BETTING	38.8%	51.2%	42.5%	48.9%	25.1%	38.7%	28.3%	39.7%	39.1%	37.4%	33.9%	43.7%	35.5%	0.8%	39.4%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
MEDICAID BENEFIT COMBO	91.2%	80.4%	88.5%	98.4%	96.7%	100.0%	98.5%	84.5%	87.1%	82.4%	100.0%	100.0%	100.0%	82.4%	97.6%	97.2%	86.9%	98.1%	98.0%	86.0%
MEDICAL MARIJUANA	73.7%	53.2%	56.6%	93.3%	91.7%	94.9%	80.7%	55.2%	68.8%	44.2%	41.3%	86.7%	84.5%	61.2%	96.3%	77.4%	48.3%	92.2%	78.6%	53.5%
LOWERING STATE TAX RATE	71.8%	92.1%	84.4%	49.2%	34.5%	63.8%	67.9%	86.4%	88.9%	84.4%	88.9%	36.9%	75.0%	88.5%	54.7%	61.6%	84.0%	43.8%	61.5%	89.9%
EXPAND MEDICAID PROGRAM	67.1%	39.0%	49.8%	92.7%	93.4%	92.0%	85.4%	40.6%	45.6%	36.6%	82.4%	94.7%	84.4%	46.1%	91.8%	86.2%	34.3%	93.1%	82.4%	41.0%
PARENTS SCHOOL CHOICE	49.8%	58.3%	59.6%	37.6%	31.5%	43.8%	44.5%	59.7%	51.3%	66.6%	52.4%	32.5%	49.0%	60.3%	39.9%	40.5%	59.1%	34.9%	38.4%	62.1%
LEGALIZE SPORTS BETTING	38.8%	47.8%	27.4%	40.0%	31.4%	48.6%	43.6%	36.2%	34.5%	37.6%	17.6%	36.7%	56.2%	49.2%	41.5%	32.5%	21.0%	39.6%	39.2%	38.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
MEDICAID BENEFIT COMBO	91.2%	100.0%	100.0%	75.4%	100.0%	100.0%	78.9%	84.9%	97.6%	94.8%	92.2%	92.7%	90.8%	92.9%	89.2%	88.9%	91.9%	96.5%	91.5%	92.8%
MEDICAL MARIJUANA	73.7%	100.0%	86.7%	65.2%	100.0%	82.0%	63.9%	59.0%	89.4%	45.3%	89.0%	69.2%	60.5%	88.1%	59.9%	85.1%	60.9%	90.8%	56.6%	88.0%
LOWERING STATE TAX RATE	71.8%	81.2%	86.9%	66.7%	83.8%	82.3%	67.4%	89.3%	54.8%	33.1%	65.7%	73.1%	81.3%	60.3%	82.4%	66.6%	80.5%	54.8%	84.2%	55.4%
EXPAND MEDICAID PROGRAM	67.1%	90.4%	94.2%	38.8%	100.0%	100.0%	51.5%	40.3%	95.4%	35.6%	62.6%	69.7%	59.3%	78.1%	62.0%	70.1%	57.4%	85.1%	58.6%	76.1%
PARENTS SCHOOL CHOICE	49.8%	53.8%	67.1%	46.1%	57.1%	63.4%	26.3%	65.1%	34.6%	31.7%	51.8%	47.3%	56.7%	40.8%	61.9%	40.8%	52.9%	40.9%	55.9%	40.2%
LEGALIZE SPORTS BETTING	38.8%	42.7%	60.4%	24.6%	26.3%	46.5%	10.3%	41.7%	36.1%	24.7%	50.9%	34.7%	28.6%	49.5%	43.2%	55.2%	18.0%	44.4%	29.6%	47.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
MEDICAID BENEFIT COMBO	91.2%	87.3%	93.7%	87.3%	100.0%	93.1%	93.4%	91.4%	90.1%	94.7%	95.5%	92.8%	95.4%	94.5%	85.6%	100.0%	87.9%	89.1%	93.7%	83.9%	93.8%	
MEDICAL MARIJUANA	73.7%	75.5%	89.1%	78.5%	83.8%	78.6%	75.0%	78.2%	77.4%	78.9%	73.5%	78.0%	73.5%	81.7%	79.8%	76.8%	82.1%	68.2%	77.2%	74.5%	73.1%	
LOWERING STATE TAX RATE	71.8%	68.1%	87.8%	73.4%	81.9%	74.3%	62.0%	74.2%	66.3%	74.3%	59.4%	72.5%	58.6%	83.8%	74.3%	89.8%	74.7%	78.6%	66.0%	86.6%	66.7%	
EXPAND MEDICAID PROGRAM	67.1%	60.9%	88.9%	70.6%	100.0%	65.5%	78.6%	61.9%	74.3%	68.9%	81.2%	64.5%	78.3%	70.8%	78.9%	86.7%	87.9%	61.0%	72.8%	63.2%	68.3%	
PARENTS SCHOOL CHOICE	49.8%	62.1%	44.5%	54.1%	34.0%	46.3%	46.1%	47.2%	46.6%	45.4%	45.8%	41.9%	47.2%	69.0%	43.8%	61.7%	37.8%	53.5%	45.8%	52.4%	50.6%	
LEGALIZE SPORTS BETTING	38.8%	25.3%	60.5%	25.3%	41.4%	45.1%	33.0%	52.5%	46.4%	38.1%	24.8%	45.9%	31.1%	40.9%	41.8%	28.4%	37.5%	36.4%	39.8%	51.7%	45.6%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
MEDICAID BENEFIT COMBO	91.2%	93.3%	93.7%	90.2%	95.2%	83.7%	86.8%	83.6%	86.9%	85.6%	95.9%	83.5%	94.9%	88.2%	96.4%	87.7%	96.5%	73.7%	93.1%	68.4%	91.3%
MEDICAL MARIJUANA	73.7%	63.0%	80.9%	66.3%	75.7%	77.2%	83.3%	75.8%	82.0%	54.8%	87.6%	57.1%	92.7%	51.7%	84.6%	52.6%	87.0%	66.9%	89.6%	57.2%	86.8%
LOWERING STATE TAX RATE	71.8%	72.2%	65.3%	80.0%	61.7%	71.5%	83.9%	83.6%	77.4%	86.0%	59.0%	90.3%	55.4%	80.5%	61.2%	88.2%	52.8%	73.6%	82.2%	73.3%	81.2%
EXPAND MEDICAID PROGRAM	67.1%	59.2%	76.7%	59.2%	74.0%	70.0%	66.5%	83.6%	73.6%	45.6%	85.5%	47.1%	85.9%	43.7%	85.3%	47.7%	84.4%	34.0%	89.5%	36.0%	91.3%
PARENTS SCHOOL CHOICE	49.8%	54.4%	41.4%	53.6%	44.0%	53.2%	55.0%	42.1%	51.9%	68.1%	34.6%	71.8%	27.2%	63.3%	39.0%	65.7%	33.3%	81.0%	40.9%	85.3%	37.0%
LEGALIZE SPORTS BETTING	38.8%	24.0%	34.6%	34.5%	41.4%	45.4%	33.6%	50.3%	15.6%	36.2%	41.1%	47.7%	50.1%	21.5%	35.9%	35.5%	41.5%	40.1%	40.9%	11.8%	36.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
MEDICAID BENEFIT COMBO	91.2%	85.3%	100.0%	78.1%	83.2%	95.7%	93.5%	94.8%	97.3%	81.8%	93.3%	89.0%	97.4%	87.6%	95.4%	73.0%	96.5%	75.2%	95.1%
MEDICAL MARIJUANA	73.7%	59.2%	48.0%	42.9%	69.7%	85.5%	85.5%	91.6%	83.6%	60.7%	87.6%	57.6%	84.0%	56.4%	84.7%	74.2%	88.1%	66.3%	90.1%
LOWERING STATE TAX RATE	71.8%	89.5%	84.0%	88.0%	92.0%	58.5%	63.9%	46.7%	58.9%	89.8%	62.1%	89.2%	55.9%	90.1%	53.3%	86.5%	77.5%	88.4%	79.2%
EXPAND MEDICAID PROGRAM	67.1%	47.4%	53.3%	39.7%	48.6%	82.5%	68.9%	90.7%	88.1%	45.3%	82.4%	49.7%	82.6%	48.7%	81.0%	40.4%	88.0%	49.7%	95.1%
PARENTS SCHOOL CHOICE	49.8%	69.1%	68.6%	60.3%	73.0%	37.2%	37.8%	33.9%	38.0%	71.5%	38.0%	66.7%	36.7%	70.3%	33.7%	63.2%	52.3%	58.5%	45.3%
LEGALIZE SPORTS BETTING	38.8%	39.6%	14.1%	39.1%	48.6%	39.1%	43.6%	49.5%	33.2%	50.0%	47.1%	28.8%	33.4%	39.4%	39.1%	40.8%	40.4%	30.0%	29.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUPPORT:

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
MEDICAID BENEFIT COMBO	91.2%	92.3%	85.9%	85.7%	100.0%	78.3%	60.6%	89.2%	84.2%	81.5%	100.0%	78.3%	100.0%	94.8%	87.4%	88.8%	100.0%	-	-
MEDICAL MARIJUANA	73.7%	72.0%	81.2%	79.6%	68.6%	99.8%	100.0%	70.2%	91.1%	92.8%	59.5%	99.8%	100.0%	73.5%	71.8%	69.7%	73.0%	-	100.0%
LOWERING STATE TAX RATE	71.8%	70.1%	79.3%	79.8%	82.2%	61.8%	100.0%	73.9%	81.9%	84.1%	100.0%	61.8%	100.0%	66.8%	76.9%	76.5%	73.5%	-	100.0%
EXPAND MEDICAID PROGRAM	67.1%	66.7%	68.6%	77.4%	56.1%	56.2%	28.0%	63.9%	70.6%	81.5%	59.5%	56.2%	46.3%	69.0%	66.7%	74.3%	54.5%	-	-
PARENTS SCHOOL CHOICE	49.8%	48.8%	55.3%	48.2%	62.8%	62.5%	100.0%	53.1%	48.0%	40.1%	26.8%	62.5%	100.0%	45.3%	62.1%	54.3%	80.5%	-	100.0%
LEGALIZE SPORTS BETTING	38.8%	38.8%	39.8%	28.8%	47.6%	61.8%	100.0%	48.6%	46.5%	36.5%	32.7%	61.8%	100.0%	30.6%	33.4%	23.0%	54.9%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
MEDICAID BENEFIT COMBO	91.2%	78.1%	93.7%	97.1%	89.7%	90.2%	87.1%	92.6%	92.2%	89.9%	91.5%	90.2%	83.8%	90.6%	88.0%	88.7%	86.7%	93.3%
MEDICAL MARIJUANA	73.7%	82.5%	94.3%	77.2%	67.5%	59.1%	89.3%	68.1%	83.2%	62.8%	78.8%	59.1%	85.7%	68.2%	78.4%	68.0%	75.3%	70.2%
LOWERING STATE TAX RATE	71.8%	54.9%	61.9%	73.7%	82.2%	74.0%	58.9%	76.2%	66.4%	77.7%	70.9%	74.0%	68.4%	78.9%	72.1%	80.0%	74.5%	78.1%
EXPAND MEDICAID PROGRAM	67.1%	64.6%	72.0%	63.4%	71.2%	66.8%	68.9%	66.8%	66.1%	68.8%	67.5%	66.8%	65.6%	64.9%	59.5%	73.3%	63.7%	69.9%
PARENTS SCHOOL CHOICE	49.8%	53.9%	47.8%	56.1%	56.8%	36.5%	50.3%	49.4%	53.3%	45.5%	54.3%	36.5%	41.6%	57.5%	49.6%	55.8%	55.3%	42.2%
LEGALIZE SPORTS BETTING	38.8%	59.0%	46.6%	41.1%	36.2%	24.8%	51.8%	34.0%	46.4%	29.9%	43.5%	24.8%	57.6%	43.4%	54.6%	39.1%	53.4%	31.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
MEDICAID BENEFIT COMBO	91.2%	91.8%	94.0%	96.6%	90.8%	95.8%	87.8%	88.3%	93.6%	90.7%	85.2%	97.5%	91.8%	87.3%	93.9%	90.9%	91.7%
MEDICAL MARIJUANA	73.7%	94.7%	68.0%	88.1%	59.2%	81.9%	50.9%	74.1%	73.4%	58.4%	78.8%	84.6%	84.0%	84.0%	79.4%	71.5%	68.5%
LOWERING STATE TAX RATE	71.8%	45.0%	74.3%	60.5%	76.0%	67.6%	71.0%	75.4%	68.7%	71.2%	70.4%	73.8%	83.5%	77.6%	77.8%	65.2%	69.4%
EXPAND MEDICAID PROGRAM	67.1%	73.7%	68.1%	73.0%	65.7%	71.0%	64.6%	65.2%	68.8%	70.2%	63.6%	67.4%	51.2%	71.3%	74.7%	67.8%	65.5%
PARENTS SCHOOL CHOICE	49.8%	63.3%	43.7%	57.2%	38.5%	53.4%	32.3%	52.1%	47.8%	43.4%	62.9%	43.7%	64.5%	53.1%	57.1%	44.0%	47.2%
LEGALIZE SPORTS BETTING	38.8%	43.3%	27.3%	37.8%	23.5%	34.5%	19.8%	48.2%	30.9%	28.0%	45.2%	43.9%	52.9%	47.5%	40.5%	34.1%	35.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	109	75	64	25	27	45	20	18	2	7	23	1	22
MEDICAID BENEFIT COMBO	91.2%	93.6%	88.5%	87.9%	95.9%	92.1%	93.4%	90.9%	89.8%	100.0%	100.0%	94.0%	100.0%	93.7%
MEDICAL MARIJUANA	73.7%	76.4%	81.0%	64.3%	77.8%	60.9%	84.9%	69.9%	66.4%	100.0%	43.2%	100.0%	100.0%	100.0%
LOWERING STATE TAX RATE	71.8%	77.9%	69.7%	73.2%	42.8%	76.1%	76.8%	67.9%	70.0%	49.9%	64.7%	52.8%	-	55.9%
EXPAND MEDICAID PROGRAM	67.1%	67.4%	67.5%	60.7%	82.5%	66.0%	70.3%	42.2%	35.5%	100.0%	63.9%	94.0%	100.0%	93.7%
PARENTS SCHOOL CHOICE	49.8%	51.9%	54.0%	47.5%	35.6%	47.9%	49.7%	70.2%	66.7%	100.0%	56.9%	44.2%	-	46.9%
LEGALIZE SPORTS BETTING	38.8%	42.4%	36.1%	35.4%	53.0%	27.3%	37.4%	52.1%	52.3%	49.9%	28.6%	26.4%	100.0%	22.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
MEDICAID BENEFIT COMBO	3.57	3.62	3.46	3.53	3.67	3.59	3.48	3.53	3.24	3.30	3.30	3.27	3.86	3.86	3.64	3.55
LOWERING STATE TAX RATE	3.28	3.27	3.47	3.09	3.11	3.30	3.22	3.20	3.30	3.71	3.70	3.79	2.74	2.73	3.45	3.24
MEDICAL MARIJUANA	3.19	3.04	3.28	3.24	3.53	3.27	2.92	2.97	2.72	2.77	2.70	3.81	3.61	3.60	4.00	3.59
EXPAND MEDICAID PROGRAM	3.04	3.05	2.93	3.17	3.06	3.05	3.00	3.14	2.32	2.21	2.20	2.37	3.85	3.86	3.64	3.49
PARENTS SCHOOL CHOICE	2.59	2.66	2.72	2.32	2.45	2.64	2.44	2.39	2.67	3.07	3.04	3.44	2.13	2.14	1.00	2.11
LEGALIZE SPORTS BETTING	2.40	2.49	2.38	2.12	2.56	2.42	2.35	2.49	1.65	2.35	2.31	2.89	2.49	2.49	2.64	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
MEDICAID BENEFIT COMBO	3.57	3.48	3.90	3.48	3.56	3.84	3.59	3.51	3.51	3.46	4.00	3.78	3.64
LOWERING STATE TAX RATE	3.28	3.76	2.21	3.34	3.35	2.61	3.36	3.39	3.42	3.97	1.00	2.84	3.14
MEDICAL MARIJUANA	3.19	2.99	3.93	2.97	3.19	3.65	3.31	2.98	3.13	3.16	4.00	3.61	3.23
EXPAND MEDICAID PROGRAM	3.04	2.40	3.90	2.93	3.06	3.73	2.18	3.00	2.93	3.46	4.00	3.34	3.12
PARENTS SCHOOL CHOICE	2.59	3.29	2.02	2.74	2.46	2.27	2.81	2.70	2.62	3.62	3.00	2.53	2.69
LEGALIZE SPORTS BETTING	2.40	2.41	2.65	2.13	2.52	2.85	2.44	2.23	2.36	2.81	4.00	2.86	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
MEDICAID BENEFIT COMBO	3.57	3.44	3.84	3.40	3.70	3.88	3.93	3.50	3.31	3.31	3.81	3.83	3.83	3.93	3.46
LOWERING STATE TAX RATE	3.28	3.57	3.16	3.34	2.76	2.19	3.06	3.45	3.71	3.71	3.62	2.77	2.77	4.00	3.16
MEDICAL MARIJUANA	3.19	3.02	3.49	3.01	3.09	3.67	3.80	3.57	2.77	2.77	3.00	3.65	3.64	3.87	2.93
EXPAND MEDICAID PROGRAM	3.04	2.55	3.56	3.00	3.24	3.88	3.91	3.23	2.21	2.21	2.00	3.83	3.83	3.93	3.24
PARENTS SCHOOL CHOICE	2.59	2.90	2.20	2.78	2.09	1.69	2.48	2.55	3.03	3.03	3.88	2.15	2.15	2.09	2.38
LEGALIZE SPORTS BETTING	2.40	2.57	2.58	2.17	2.21	1.99	2.52	2.66	2.33	2.33	1.50	2.47	2.46	3.80	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
MEDICAID BENEFIT COMBO	3.57	3.33	3.33	3.36	3.84	3.84	3.82	3.42	3.44	3.38
LOWERING STATE TAX RATE	3.28	3.73	3.75	3.30	2.80	2.82	2.35	2.91	3.89	3.16
MEDICAL MARIJUANA	3.19	2.74	2.71	3.20	3.66	3.65	3.83	3.26	2.97	3.32
EXPAND MEDICAID PROGRAM	3.04	2.23	2.19	2.84	3.82	3.82	3.82	3.17	2.17	3.24
PARENTS SCHOOL CHOICE	2.59	3.07	3.05	3.41	2.12	2.16	1.00	2.25	3.35	2.70
LEGALIZE SPORTS BETTING	2.40	2.38	2.39	2.12	2.51	2.52	2.13	2.08	2.45	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

BANNER 5

	REGISTERED PARTY																REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref
	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								
		SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
MEDICAID BENEFIT COMBO	3.57	3.65	3.31	3.54	3.50	3.46	3.68	3.49	3.88	3.72	3.14	3.65	1.43	3.70	1.43	3.37	3.82	3.56	3.62	2.98	3.76	
LOWERING STATE TAX RATE	3.28	3.20	3.54	3.37	3.20	3.63	2.88	3.71	1.39	3.07	3.74	3.77	3.68	3.26	3.68	3.60	2.82	3.29	3.27	3.53	-	
MEDICAL MARIJUANA	3.19	3.74	1.41	3.49	2.79	3.04	3.33	3.10	3.52	3.41	2.69	2.75	2.68	3.24	2.68	2.68	3.46	3.55	3.57	3.39	3.00	
EXPAND MEDICAID PROGRAM	3.04	3.27	2.26	3.06	2.86	2.79	3.29	2.82	3.77	3.72	1.37	1.42	1.23	3.18	1.23	2.35	3.78	3.10	3.12	2.94	3.00	
PARENTS SCHOOL CHOICE	2.59	2.57	2.74	2.63	2.66	3.67	1.32	2.83	1.65	2.42	3.01	3.04	3.02	2.58	3.02	2.82	2.16	2.73	2.73	2.79	1.00	
LEGALIZE SPORTS BETTING	2.40	2.64	1.83	3.49	1.35	2.41	2.36	2.41	2.22	2.47	2.29	2.22	2.44	2.41	2.44	2.23	2.56	2.50	2.56	1.76	3.00	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
MEDICAID BENEFIT COMBO	3.57	3.40	3.92	3.51	3.33	3.76	3.60	3.36	3.83	3.65	3.43	3.79	2.99	3.06	3.76	3.06
LOWERING STATE TAX RATE	3.28	3.66	2.64	3.37	3.54	2.93	3.21	3.64	2.50	3.19	3.18	3.44	3.76	2.95	3.38	3.95
MEDICAL MARIJUANA	3.19	2.73	3.57	3.60	2.62	3.39	3.51	2.66	3.43	3.56	2.88	3.51	3.47	2.59	3.43	3.22
EXPAND MEDICAID PROGRAM	3.04	2.52	3.92	2.94	2.14	3.69	3.22	2.40	3.77	3.20	1.94	3.79	2.49	1.02	3.76	2.60
PARENTS SCHOOL CHOICE	2.59	2.92	1.83	2.77	2.71	2.36	2.70	2.85	2.01	2.58	2.54	2.51	3.58	2.43	2.38	3.45
LEGALIZE SPORTS BETTING	2.40	2.44	2.61	2.74	1.91	2.52	2.27	2.24	2.47	2.49	2.07	2.74	2.58	1.02	2.60	1.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
MEDICAID BENEFIT COMBO	3.57	3.30	3.44	3.83	3.91	3.74	3.62	3.41	3.55	3.31	3.65	3.93	3.73	3.42	3.78	3.53	3.41	3.81	3.59	3.43
LOWERING STATE TAX RATE	3.28	3.70	3.50	2.68	2.24	3.14	3.13	3.66	3.58	3.72	3.78	2.43	3.30	3.65	2.81	2.96	3.67	2.54	2.97	3.70
MEDICAL MARIJUANA	3.19	2.52	2.66	3.74	3.72	3.75	3.44	2.63	3.08	2.27	2.06	3.59	3.55	2.79	3.80	3.33	2.44	3.71	3.44	2.59
EXPAND MEDICAID PROGRAM	3.04	2.20	2.55	3.73	3.84	3.62	3.38	2.36	2.60	2.17	3.13	3.82	3.46	2.48	3.69	3.31	2.21	3.74	3.31	2.37
PARENTS SCHOOL CHOICE	2.59	2.83	2.69	2.29	2.08	2.49	2.44	2.84	2.70	2.95	2.93	1.99	2.53	2.80	2.41	2.36	2.89	2.18	2.27	2.90
LEGALIZE SPORTS BETTING	2.40	2.37	1.96	2.58	2.40	2.74	2.53	2.26	2.21	2.29	1.72	2.38	2.79	2.56	2.68	2.28	1.81	2.56	2.34	2.27



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
MEDICAID BENEFIT COMBO	3.57	3.90	3.70	3.31	4.00	3.72	3.48	3.29	3.85	3.70	3.56	3.62	3.53	3.65	3.63	3.57	3.45	3.73	3.52	3.64
LOWERING STATE TAX RATE	3.28	3.35	3.59	3.39	3.38	3.50	3.44	3.68	2.80	3.10	3.19	3.29	3.50	3.00	3.42	3.18	3.58	2.83	3.56	2.89
MEDICAL MARIJUANA	3.19	3.90	3.39	2.85	3.86	3.18	2.84	2.77	3.63	3.37	3.58	3.07	2.79	3.60	2.78	3.52	2.79	3.68	2.70	3.58
EXPAND MEDICAID PROGRAM	3.04	3.71	3.58	2.31	4.00	3.72	2.61	2.25	3.82	3.13	3.01	3.09	2.86	3.27	3.02	3.05	2.75	3.47	2.84	3.22
PARENTS SCHOOL CHOICE	2.59	2.98	3.06	2.52	2.98	3.09	1.99	2.98	2.19	2.69	2.70	2.50	2.73	2.37	2.72	2.32	2.73	2.42	2.69	2.36
LEGALIZE SPORTS BETTING	2.40	2.72	3.15	2.13	2.41	2.79	1.57	2.38	2.43	2.52	2.74	2.30	2.05	2.82	2.26	2.98	1.84	2.66	2.02	2.78

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
MEDICAID BENEFIT COMBO	3.57	3.55	3.74	3.60	3.91	3.59	3.65	3.60	3.69	3.58	3.63	3.58	3.65	3.63	3.62	3.87	3.65	3.60	3.56	3.60	3.60	
LOWERING STATE TAX RATE	3.28	3.27	3.56	3.39	3.40	3.32	3.05	3.29	3.12	3.36	3.01	3.31	2.93	3.40	3.56	3.51	3.43	3.50	3.11	3.53	3.17	
MEDICAL MARIJUANA	3.19	3.15	3.70	3.26	3.55	3.37	3.18	3.37	3.23	3.37	3.14	3.36	3.12	3.42	3.37	3.26	3.43	3.01	3.32	3.18	3.22	
EXPAND MEDICAID PROGRAM	3.04	2.91	3.58	3.13	3.91	3.06	3.26	2.98	3.24	3.14	3.28	3.03	3.24	3.21	3.35	3.60	3.65	2.94	3.13	2.98	3.08	
PARENTS SCHOOL CHOICE	2.59	2.92	2.44	2.67	2.27	2.47	2.51	2.54	2.35	2.40	2.60	2.35	2.53	3.02	2.49	2.94	2.29	2.66	2.50	2.57	2.58	
LEGALIZE SPORTS BETTING	2.40	2.28	2.99	2.45	2.39	2.56	2.35	2.64	2.78	2.47	2.07	2.55	2.26	2.64	2.79	2.52	2.51	2.33	2.44	2.68	2.48	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
MEDICAID BENEFIT COMBO	3.57	3.61	3.53	3.60	3.59	3.62	3.43	3.70	3.49	3.39	3.73	3.39	3.84	3.38	3.67	3.45	3.71	3.06	3.81	2.89	3.80
LOWERING STATE TAX RATE	3.28	3.47	3.05	3.50	3.01	3.50	3.48	3.79	3.29	3.64	2.93	3.62	2.89	3.66	2.95	3.67	2.77	3.43	3.49	3.35	3.49
MEDICAL MARIJUANA	3.19	2.87	3.43	2.95	3.31	3.38	3.37	3.49	3.23	2.68	3.59	2.80	3.66	2.52	3.55	2.62	3.58	3.02	3.62	2.89	3.50
EXPAND MEDICAID PROGRAM	3.04	2.91	3.16	2.88	3.16	3.23	2.94	3.70	3.11	2.47	3.50	2.55	3.57	2.38	3.45	2.55	3.44	2.06	3.73	1.96	3.80
PARENTS SCHOOL CHOICE	2.59	2.73	2.43	2.66	2.44	2.67	2.82	2.40	2.71	3.09	2.19	3.10	1.93	3.07	2.34	3.04	2.14	3.31	2.45	3.44	2.31
LEGALIZE SPORTS BETTING	2.40	1.97	2.39	2.22	2.46	2.87	2.32	3.00	1.70	2.25	2.55	2.46	2.78	1.91	2.39	2.19	2.54	2.56	2.58	1.71	2.49

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

Support/Oppose - SUMMARY MEANS:

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	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:
											MALE	FEMALE	WHITE	NON-WHITE	AFRICAN-AMER.				
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
MEDICAID BENEFIT COMBO	3.57	3.37	3.59	3.34	3.31	3.70	3.60	3.81	3.73	3.38	3.73	3.36	3.68	3.42	3.68	3.11	3.77	3.12	3.79
LOWERING STATE TAX RATE	3.28	3.62	3.71	3.55	3.62	2.95	2.94	2.88	2.98	3.62	3.02	3.61	2.90	3.62	2.83	3.61	3.39	3.66	3.36
MEDICAL MARIJUANA	3.19	2.76	2.33	2.37	3.07	3.50	3.49	3.67	3.46	2.83	3.54	2.69	3.48	2.69	3.50	3.18	3.49	3.01	3.48
EXPAND MEDICAID PROGRAM	3.04	2.49	2.62	2.29	2.52	3.41	3.09	3.68	3.52	2.49	3.44	2.48	3.39	2.52	3.37	2.33	3.54	2.39	3.79
PARENTS SCHOOL CHOICE	2.59	3.04	3.02	2.90	3.10	2.27	2.27	2.35	2.25	3.04	2.23	3.04	2.31	3.06	2.16	2.95	2.75	2.75	2.61
LEGALIZE SPORTS BETTING	2.40	2.27	1.55	2.07	2.53	2.52	2.56	2.55	2.49	2.52	2.62	1.94	2.44	2.23	2.50	2.49	2.61	2.16	2.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
MEDICAID BENEFIT COMBO	3.57	3.58	3.51	3.56	3.87	3.09	2.82	3.58	3.53	3.56	4.00	3.09	4.00	3.58	3.50	3.55	3.80	-	1.00
LOWERING STATE TAX RATE	3.28	3.24	3.48	3.47	3.73	2.94	4.00	3.32	3.42	3.49	3.73	2.94	4.00	3.17	3.54	3.46	3.73	-	4.00
MEDICAL MARIJUANA	3.19	3.15	3.37	3.32	3.07	3.78	4.00	3.10	3.64	3.64	3.19	3.78	4.00	3.20	3.09	3.05	3.00	-	4.00
EXPAND MEDICAID PROGRAM	3.04	3.02	3.07	3.31	2.81	2.65	2.17	2.96	3.25	3.56	3.19	2.65	2.93	3.08	2.91	3.12	2.63	-	1.00
PARENTS SCHOOL CHOICE	2.59	2.56	2.79	2.61	3.34	2.48	4.00	2.62	2.51	2.37	2.27	2.48	4.00	2.50	3.07	2.78	3.98	-	4.00
LEGALIZE SPORTS BETTING	2.40	2.37	2.56	2.23	2.74	3.08	3.72	2.54	2.69	2.53	1.98	3.08	3.54	2.21	2.40	1.97	3.24	-	4.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
MEDICAID BENEFIT COMBO	3.57	3.36	3.56	3.64	3.55	3.60	3.48	3.60	3.56	3.57	3.56	3.60	3.47	3.62	3.54	3.61	3.51	3.75
LOWERING STATE TAX RATE	3.28	2.88	3.02	3.38	3.38	3.38	2.96	3.38	3.18	3.38	3.24	3.38	3.10	3.45	3.28	3.42	3.31	3.41
MEDICAL MARIJUANA	3.19	3.41	3.68	3.27	3.07	2.78	3.57	3.05	3.42	2.91	3.32	2.78	3.49	3.05	3.35	2.99	3.27	2.95
EXPAND MEDICAID PROGRAM	3.04	2.89	3.10	2.95	3.19	3.06	3.02	3.05	2.98	3.12	3.04	3.06	2.99	3.03	2.87	3.24	2.96	3.20
PARENTS SCHOOL CHOICE	2.59	2.63	2.59	2.80	2.85	2.16	2.60	2.58	2.70	2.46	2.74	2.16	2.39	2.70	2.54	2.69	2.68	2.33
LEGALIZE SPORTS BETTING	2.40	3.23	2.70	2.42	2.31	1.96	2.92	2.23	2.64	2.12	2.55	1.96	2.93	2.40	2.71	2.36	2.71	2.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
MEDICAID BENEFIT COMBO	3.57	3.49	3.58	3.58	3.55	3.60	3.48	3.57	3.57	3.57	3.42	3.70	3.56	3.53	3.57	3.56	3.59
LOWERING STATE TAX RATE	3.28	2.68	3.32	3.07	3.35	3.18	3.35	3.34	3.23	3.21	3.35	3.28	3.62	3.29	3.69	3.06	3.22
MEDICAL MARIJUANA	3.19	3.68	3.05	3.49	2.86	3.37	2.65	3.20	3.18	2.83	3.28	3.47	3.35	3.44	3.29	3.25	3.05
EXPAND MEDICAID PROGRAM	3.04	3.06	3.07	3.10	3.03	3.10	2.97	3.02	3.05	3.13	2.85	3.12	2.82	3.07	3.12	3.15	2.99
PARENTS SCHOOL CHOICE	2.59	2.90	2.49	2.87	2.30	2.80	2.03	2.60	2.58	2.37	2.83	2.57	2.82	2.58	2.73	2.51	2.55
LEGALIZE SPORTS BETTING	2.40	2.91	2.09	2.56	1.92	2.38	1.82	2.57	2.24	2.02	2.60	2.66	2.62	2.88	2.60	2.28	2.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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	109	75	64	25	27	45	20	18	2	7	23	1	22	
MEDICAID BENEFIT COMBO	3.57	3.50	3.65	3.53	3.65	3.64	3.47	3.63	3.58	4.00	3.58	3.68	4.00	3.66	
LOWERING STATE TAX RATE	3.28	3.34	3.39	3.47	2.44	3.11	3.17	3.54	3.62	3.00	3.57	3.26	2.00	3.37	
MEDICAL MARIJUANA	3.19	3.29	3.32	3.03	3.25	2.69	3.57	3.42	3.35	4.00	3.02	3.75	4.00	3.73	
EXPAND MEDICAID PROGRAM	3.04	2.98	3.07	2.86	3.43	3.18	3.08	2.34	2.11	4.00	3.26	3.68	4.00	3.66	
PARENTS SCHOOL CHOICE	2.59	2.55	2.82	2.50	2.30	2.64	2.56	3.16	3.18	3.00	2.83	2.68	-	2.68	
LEGALIZE SPORTS BETTING	2.40	2.47	2.48	2.33	2.60	1.97	2.29	3.11	3.22	2.50	2.32	2.52	3.00	2.46	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

14. With which political party are you registered?

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
REPUBLICAN	38.0%	43.2%	32.2%	32.6%	39.0%	39.5%	32.9%	30.5%	43.8%	71.2%	72.7%	49.3%	2.1%	2.1%	-	39.6%
DEMOCRATIC	30.7%	38.4%	15.6%	27.9%	41.5%	30.7%	30.8%	35.5%	9.1%	2.9%	3.0%	1.0%	61.4%	61.3%	66.6%	24.4%
INDEPENDENT/OTHER/DK	31.3%	18.3%	52.1%	39.4%	19.5%	29.8%	36.3%	34.0%	47.1%	25.9%	24.3%	49.7%	36.5%	36.6%	33.4%	36.0%
Independent	27.7%	14.1%	49.4%	33.8%	19.2%	26.0%	33.5%	30.8%	46.3%	23.8%	22.1%	49.7%	33.0%	33.0%	33.4%	19.1%
Other	3.0%	2.9%	2.8%	5.6%	0.3%	3.8%	0.2%	0.1%	0.7%	2.0%	2.2%	-	3.2%	3.3%	-	9.4%
DK/Refused	0.6%	1.3%	-	-	-	-	2.7%	3.2%	-	-	-	-	0.3%	0.3%	-	7.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. With which political party are you registered?

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
REPUBLICAN	38.0%	71.3%	6.3%	42.5%	34.2%	13.6%	84.6%	42.0%	38.6%	47.2%	100.0%	35.7%	39.8%
DEMOCRATIC	30.7%	8.1%	56.0%	23.5%	34.5%	53.1%	7.1%	30.2%	27.0%	15.2%	-	37.4%	30.7%
INDEPENDENT/OTHER/DK	31.3%	20.6%	37.7%	34.0%	31.3%	33.4%	8.3%	27.8%	34.4%	37.7%	-	26.9%	29.5%
Independent	27.7%	17.0%	37.6%	28.6%	27.8%	32.8%	8.3%	26.3%	28.7%	36.2%	-	26.7%	28.5%
Other	3.0%	3.7%	0.1%	5.4%	2.3%	0.5%	-	1.5%	4.6%	1.5%	-	0.3%	1.0%
DK/Refused	0.6%	-	-	-	1.2%	-	-	-	1.1%	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. With which political party are you registered?

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
REPUBLICAN	38.0%	48.6%	26.3%	44.9%	34.3%	5.5%	4.6%	48.8%	71.1%	71.1%	49.6%	5.3%	5.3%	6.6%	28.3%
DEMOCRATIC	30.7%	14.4%	43.8%	28.0%	50.4%	69.8%	33.5%	50.3%	2.9%	2.9%	-	60.4%	60.2%	93.4%	11.8%
INDEPENDENT/OTHER/DK	31.3%	37.0%	29.8%	27.0%	15.3%	24.8%	61.9%	0.9%	26.1%	26.0%	50.4%	34.3%	34.5%	-	59.9%
Independent	27.7%	32.1%	29.8%	23.8%	11.6%	18.8%	59.5%	0.9%	24.0%	24.0%	50.4%	30.9%	31.2%	-	33.7%
Other	3.0%	4.9%	-	3.2%	-	6.0%	0.5%	-	2.0%	2.0%	-	3.0%	3.0%	-	14.6%
DK/Refused	0.6%	-	-	-	3.7%	-	1.9%	-	-	-	-	0.3%	0.3%	-	11.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. With which political party are you registered?

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		BOTH BAL- LOTS
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	
Total	300	140	133	8	133	128	5	26	33	10
REPUBLICAN	38.0%	70.1%	70.5%	61.8%	3.8%	3.3%	16.7%	40.4%	79.4%	32.5%
DEMOCRATIC	30.7%	3.0%	3.2%	-	60.2%	60.3%	57.2%	28.9%	-	13.6%
INDEPENDENT/OTHER/DK	31.3%	27.0%	26.3%	38.2%	36.0%	36.4%	26.2%	30.7%	20.6%	53.9%
Independent	27.7%	24.8%	24.1%	38.2%	32.4%	32.7%	26.2%	19.0%	16.6%	23.6%
Other	3.0%	2.1%	2.2%	-	3.2%	3.4%	-	6.5%	3.9%	16.8%
DK/Refused	0.6%	-	-	-	0.3%	0.3%	-	5.2%	-	13.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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 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					
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
REPUBLICAN	38.0%	29.7%	65.2%	38.3%	43.8%	46.0%	29.7%	46.9%	19.5%	23.5%	70.6%	67.1%	82.5%	35.0%	82.5%	100.0%	-	-	-	-	-	
DEMOCRATIC	30.7%	35.3%	15.9%	31.8%	27.7%	20.6%	42.4%	23.4%	56.7%	44.0%	1.7%	1.9%	-	32.9%	-	-	100.0%	-	-	-	-	
INDEPENDENT/OTHER/DK	31.3%	35.0%	18.9%	29.9%	28.5%	33.4%	27.9%	29.7%	23.9%	32.5%	27.8%	30.9%	17.5%	32.1%	17.5%	-	-	100.0%	100.0%	100.0%	100.0%	
Independent	27.7%	31.4%	16.8%	28.5%	24.9%	29.5%	25.1%	27.3%	23.4%	28.8%	25.5%	28.7%	7.1%	28.8%	7.1%	-	-	88.5%	100.0%	-	-	
Other	3.0%	3.4%	2.1%	1.1%	3.6%	3.9%	2.5%	2.4%	0.5%	3.5%	2.2%	0.3%	10.4%	2.7%	10.4%	-	-	9.6%	-	100.0%	-	
DK/Refused	0.6%	0.2%	-	0.4%	-	-	0.3%	-	-	0.2%	-	1.9%	-	0.7%	-	-	-	1.9%	-	-	100.0%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
REPUBLICAN	38.0%	100.0%	100.0%	6.2%	-	12.3%	17.1%	71.0%	56.2%	83.0%	-	3.7%	21.7%	71.8%	7.3%	13.0%	70.1%	4.3%	22.6%	75.6%
DEMOCRATIC	30.7%	-	-	56.8%	76.3%	37.3%	37.1%	10.3%	14.0%	7.3%	100.0%	73.6%	32.1%	5.9%	49.2%	41.5%	15.4%	57.1%	21.5%	7.2%
INDEPENDENT/OTHER/DK	31.3%	-	-	37.0%	23.7%	50.3%	45.8%	18.7%	29.8%	9.7%	-	22.6%	46.2%	22.3%	43.6%	45.5%	14.5%	38.7%	56.0%	17.2%
Independent	27.7%	-	-	35.4%	23.7%	47.0%	39.3%	17.5%	27.2%	9.7%	-	21.0%	43.1%	20.2%	41.9%	35.9%	14.5%	36.7%	47.3%	15.8%
Other	3.0%	-	-	1.1%	-	2.3%	6.5%	0.1%	0.2%	-	-	-	3.1%	0.1%	1.7%	9.6%	0.1%	1.3%	8.6%	0.1%
DK/Refused	0.6%	-	-	0.5%	-	1.0%	-	1.1%	2.4%	-	-	1.6%	-	2.0%	-	-	-	0.6%	-	1.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
REPUBLICAN	38.0%	17.5%	-	44.6%	-	-	23.7%	70.4%	5.4%	4.7%	27.3%	41.8%	52.6%	19.9%	62.4%	27.9%	45.5%	12.9%	59.1%	22.4%
DEMOCRATIC	30.7%	55.1%	84.8%	27.9%	69.6%	100.0%	50.5%	3.7%	59.1%	13.6%	26.1%	33.7%	22.6%	42.3%	11.5%	41.8%	30.6%	42.7%	15.6%	36.5%
INDEPENDENT/OTHER/DK	31.3%	27.4%	15.2%	27.5%	30.4%	-	25.8%	25.9%	35.5%	81.7%	46.7%	24.6%	24.8%	37.8%	26.0%	30.3%	23.9%	44.4%	25.2%	41.1%
Independent	27.7%	27.4%	15.2%	27.3%	30.4%	-	25.8%	23.0%	32.8%	18.9%	44.5%	21.1%	22.2%	34.8%	25.9%	27.8%	19.5%	41.0%	21.9%	37.7%
Other	3.0%	-	-	0.2%	-	-	-	2.9%	2.8%	17.0%	2.2%	2.6%	2.7%	2.6%	0.2%	1.8%	4.5%	3.4%	3.3%	3.0%
DK/Refused	0.6%	-	-	-	-	-	-	-	-	45.8%	-	0.8%	-	0.3%	-	0.7%	-	-	-	0.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
REPUBLICAN	38.0%	26.5%	6.3%	7.8%	-	39.0%	25.6%	47.9%	34.1%	30.5%	20.4%	43.8%	29.3%	13.8%	12.0%	0.2%	-	48.0%	29.6%	57.2%	34.1%
DEMOCRATIC	30.7%	49.4%	74.3%	69.8%	89.8%	20.0%	52.7%	16.6%	51.9%	23.3%	53.2%	15.3%	45.8%	44.7%	78.3%	74.4%	87.3%	29.5%	32.4%	24.5%	28.4%
INDEPENDENT/OTHER/DK	31.3%	24.0%	19.4%	22.4%	10.2%	41.0%	21.6%	35.6%	13.9%	46.2%	26.3%	40.9%	24.9%	41.5%	9.7%	25.4%	12.7%	22.5%	38.0%	18.3%	37.5%
Independent	27.7%	24.0%	18.8%	22.4%	9.4%	37.0%	18.5%	31.0%	13.9%	42.8%	21.3%	36.3%	21.0%	40.9%	9.6%	24.4%	12.7%	22.5%	31.7%	18.3%	31.6%
Other	3.0%	-	0.6%	-	0.9%	2.6%	3.1%	1.8%	-	3.4%	5.0%	3.0%	3.9%	0.6%	0.1%	1.0%	-	0.0%	5.3%	-	3.6%
DK/Refused	0.6%	-	-	-	-	1.4%	-	2.8%	-	-	-	1.6%	-	-	-	-	-	-	1.1%	-	2.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
REPUBLICAN	38.0%	40.6%	25.5%	54.0%	32.2%	18.1%	18.5%	0.1%	11.5%	64.4%	15.2%	65.7%	17.4%	62.8%	14.0%	69.1%	16.9%	38.5%	9.1%	28.0%	-
DEMOCRATIC	30.7%	33.5%	36.0%	22.0%	27.9%	66.2%	50.3%	91.3%	61.8%	8.3%	49.2%	5.6%	52.1%	11.7%	47.5%	6.1%	41.8%	20.2%	76.5%	35.8%	85.1%
INDEPENDENT/OTHER/DK	31.3%	26.0%	38.5%	23.9%	39.8%	15.7%	31.2%	8.6%	26.7%	27.3%	35.6%	28.7%	30.5%	25.5%	38.5%	24.7%	41.3%	41.4%	14.3%	36.2%	14.9%
Independent	27.7%	25.9%	31.7%	23.9%	33.3%	15.6%	25.3%	8.6%	18.5%	22.9%	32.3%	24.6%	27.6%	20.7%	35.1%	21.1%	37.3%	33.0%	14.0%	17.7%	14.4%
Other	3.0%	*%	6.8%	-	5.2%	0.1%	5.8%	-	8.2%	3.3%	2.9%	2.3%	2.1%	4.7%	3.4%	2.4%	3.6%	8.4%	0.4%	18.5%	0.5%
DK/Refused	0.6%	-	-	-	1.3%	-	-	-	-	1.0%	0.3%	1.9%	0.7%	-	-	1.2%	0.3%	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
REPUBLICAN	38.0%	62.8%	58.9%	78.6%	57.7%	17.3%	24.2%	4.0%	17.4%	68.7%	19.8%	56.6%	15.6%	68.7%	18.3%	31.3%	13.9%	22.0%	-
DEMOCRATIC	30.7%	12.2%	4.7%	16.2%	13.0%	46.4%	29.7%	43.9%	57.1%	6.4%	47.4%	18.2%	45.7%	9.1%	39.7%	28.5%	70.6%	39.5%	88.6%
INDEPENDENT/OTHER/DK	31.3%	25.0%	36.3%	5.2%	29.3%	36.3%	46.1%	52.1%	25.6%	24.9%	32.8%	25.2%	38.7%	22.2%	41.9%	40.2%	15.4%	38.5%	11.4%
Independent	27.7%	21.5%	31.1%	0.4%	26.8%	33.2%	44.0%	52.1%	20.9%	22.3%	30.3%	20.6%	35.3%	19.6%	38.1%	31.6%	15.1%	23.9%	10.8%
Other	3.0%	3.6%	5.3%	4.8%	2.5%	2.8%	2.1%	-	4.2%	2.6%	1.9%	4.6%	3.5%	2.6%	3.5%	8.6%	0.4%	14.5%	0.5%
DK/Refused	0.6%	-	-	-	-	0.3%	-	-	0.5%	-	0.7%	-	-	-	0.3%	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
REPUBLICAN	38.0%	37.1%	26.2%	25.2%	54.9%	45.5%	30.8%	40.7%	27.9%	49.7%	35.5%	45.5%	35.4%	49.2%	33.8%	59.8%	41.1%	55.7%
DEMOCRATIC	30.7%	19.5%	31.3%	32.4%	21.3%	41.2%	26.3%	32.4%	29.4%	32.4%	27.1%	41.2%	22.6%	28.2%	23.9%	29.8%	25.0%	30.5%
INDEPENDENT/OTHER/DK	31.3%	43.4%	42.5%	42.5%	23.8%	13.2%	42.9%	26.9%	42.7%	17.9%	37.4%	13.2%	41.9%	22.6%	42.2%	10.4%	33.9%	13.8%
Independent	27.7%	42.0%	35.1%	37.9%	20.7%	11.5%	38.0%	23.7%	37.9%	15.6%	33.1%	11.5%	37.0%	20.0%	38.1%	8.0%	30.8%	9.6%
Other	3.0%	0.1%	7.4%	4.6%	3.1%	-	4.3%	2.5%	4.5%	1.4%	4.1%	-	4.1%	1.1%	3.6%	-	2.8%	-
DK/Refused	0.6%	1.3%	-	-	-	1.8%	0.5%	0.6%	0.3%	1.0%	0.2%	1.8%	0.9%	1.5%	0.5%	2.4%	0.4%	4.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
REPUBLICAN	38.0%	24.0%	34.7%	21.8%	42.7%	30.5%	38.1%	44.6%	32.4%	42.9%	38.9%	32.1%	44.4%	36.5%	41.0%	34.1%	38.3%	
DEMOCRATIC	30.7%	31.7%	35.3%	35.1%	34.2%	29.0%	49.1%	26.3%	34.4%	38.0%	25.7%	28.0%	13.5%	39.5%	34.2%	23.3%	31.8%	
INDEPENDENT/OTHER/DK	31.3%	44.3%	30.0%	43.1%	23.1%	40.5%	12.8%	29.1%	33.2%	19.2%	35.4%	39.9%	42.1%	24.0%	24.8%	42.7%	29.9%	
Independent	27.7%	39.5%	26.4%	37.7%	20.8%	35.2%	12.8%	25.7%	29.4%	14.6%	32.0%	37.0%	41.9%	19.9%	20.9%	37.6%	26.6%	
Other	3.0%	4.7%	3.6%	5.4%	2.3%	5.3%	-	2.1%	3.8%	3.2%	2.9%	2.9%	0.2%	3.1%	0.3%	5.1%	3.3%	
DK/Refused	0.6%	-	-	-	-	-	-	1.3%	-	1.3%	0.4%	-	-	0.9%	3.6%	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

14. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
REPUBLICAN	38.0%	40.0%	35.5%	40.5%	22.2%	45.4%	-	-	-	-	-	-	-	-	
DEMOCRATIC	30.7%	19.3%	39.2%	28.7%	59.0%	32.3%	-	-	-	-	-	-	-	-	
INDEPENDENT/OTHER/DK	31.3%	40.7%	25.3%	30.8%	18.8%	22.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Independent	27.7%	37.3%	21.6%	24.2%	18.8%	22.3%	91.6%	92.9%	92.0%	100.0%	66.6%	85.3%	100.0%	84.4%	
Other	3.0%	3.0%	1.9%	6.7%	-	-	7.4%	0.1%	0.1%	-	33.4%	14.7%	-	15.6%	
DK/Refused	0.6%	0.4%	1.8%	-	-	-	1.0%	7.0%	7.8%	-	-	-	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  2. More of a supporter of the traditional Republican Party.

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDECIDED		
		WIN-STON SALEM	CLEM-MONS	LEWIS-VILLE	REST OF DIST.	DEFINITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUBLICAN CAND.	Vote	Lean	DEMOCRATIC CAND.		Vote	Lean
Total Answering	114	58	27	16	13	92	22	17	5	104	99	5	3	3	-	7
SUPPORTER OF TRUMP	50.4%	51.8%	45.8%	53.7%	49.8%	52.3%	42.5%	47.7%	25.6%	53.1%	54.5%	23.1%	-	-	-	30.5%
TRADITIONAL REPUB. PARTY	36.5%	40.6%	38.9%	32.0%	17.9%	32.5%	52.8%	46.2%	74.4%	34.4%	33.6%	53.9%	66.0%	66.0%	-	54.3%
DK/REFUSED	13.1%	7.5%	15.3%	14.3%	32.3%	15.2%	4.7%	6.1%	-	12.4%	11.9%	23.0%	34.0%	34.0%	-	15.2%
Net Diff.	13.9%	11.2%	6.9%	21.8%	31.8%	19.8%	-10.3%	1.5%	-48.9%	18.7%	21.0%	-30.8%	-66.0%	-66.0%	-	-23.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  2. More of a supporter of the traditional Republican Party.

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	114	27	2	32	53	6	14	29	65	3	1	16	43
SUPPORTER OF TRUMP	50.4%	38.1%	-	58.9%	53.6%	68.5%	50.7%	51.0%	48.3%	68.7%	-	43.8%	49.6%
TRADITIONAL REPUB. PARTY	36.5%	36.3%	100.0%	27.8%	39.4%	31.5%	23.3%	30.4%	42.4%	31.3%	100.0%	33.3%	29.8%
DK/REFUSED	13.1%	25.6%	-	13.4%	7.0%	-	26.0%	18.6%	9.2%	-	-	22.9%	20.7%
Net Diff.	13.9%	1.7%	-100%	31.1%	14.2%	37.0%	27.3%	20.6%	5.9%	37.4%	-100%	10.5%	19.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  2. More of a supporter of the traditional Republican Party.

BANNER 3

	IMPORTANT ISSUES								U.S. SENATE BALLOT						
	TOTAL	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	114	56	8	30	13	1	1	5	103	103	0	8	8	0	3
SUPPORTER OF TRUMP	50.4%	43.0%	67.2%	50.6%	71.7%	-	-	72.3%	52.5%	52.6%	-	14.8%	14.9%	-	66.1%
TRADITIONAL REPUB. PARTY	36.5%	42.1%	32.5%	35.4%	28.2%	-	100.0%	-	35.0%	34.9%	76.6%	58.5%	58.2%	100.0%	32.8%
DK/REFUSED	13.1%	14.9%	0.2%	14.0%	0.2%	100.0%	-	27.7%	12.5%	12.5%	23.4%	26.6%	26.9%	-	1.1%
Net Diff.	13.9%	0.9%	34.7%	15.2%	43.5%	-	-100%	72.3%	17.6%	17.7%	-76.6%	-43.7%	-43.2%	-100%	33.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  2. More of a supporter of the traditional Republican Party.

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIDED			
Total Answering	114	98	93	5	5	4	1	11	26	3
SUPPORTER OF TRUMP	50.4%	52.6%	51.8%	69.2%	45.2%	54.0%	-	32.4%	35.4%	66.1%
TRADITIONAL REPUB. PARTY	36.5%	34.2%	34.4%	30.3%	36.2%	23.7%	100.0%	57.2%	37.9%	32.8%
DK/REFUSED	13.1%	13.1%	13.8%	0.5%	18.7%	22.3%	-	10.5%	26.7%	1.1%
Net Diff.	13.9%	18.4%	17.4%	38.9%	9.0%	30.4%	-100%	-24.8%	-2.5%	33.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	66	45	45	52	69	38	101	10	47	58	48	14	96	14	114	-	-	-	-	-
SUPPORTER OF TRUMP	50.4%	46.4%	59.9%	61.5%	46.8%	48.7%	52.2%	52.4%	36.5%	47.3%	54.7%	49.0%	50.5%	48.2%	50.5%	50.4%	-	-	-	-	-
TRADITIONAL REPUB. PARTY	36.5%	35.8%	37.6%	25.5%	42.8%	36.0%	38.7%	34.8%	42.2%	43.7%	30.6%	33.3%	34.0%	38.4%	34.0%	36.5%	-	-	-	-	-
DK/REFUSED	13.1%	17.8%	2.5%	13.0%	10.5%	15.3%	9.1%	12.8%	21.3%	9.0%	14.6%	17.7%	15.5%	13.4%	15.5%	13.1%	-	-	-	-	-
Net Diff.	13.9%	10.6%	22.3%	35.9%	4.0%	12.7%	13.4%	17.7%	-5.7%	3.7%	24.1%	15.8%	16.6%	9.8%	16.6%	13.9%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	62	-	-	52	-	-	103	-	-	11	-	-	3	-
SUPPORTER OF TRUMP	50.4%	52.6%	-	-	47.9%	-	-	49.7%	-	-	57.7%	-	-	100.0%	-	-
TRADITIONAL REPUB. PARTY	36.5%	36.7%	-	-	36.2%	-	-	37.9%	-	-	22.6%	-	-	-	-	-
DK/REFUSED	13.1%	10.8%	-	-	15.9%	-	-	12.4%	-	-	19.8%	-	-	-	-	-
Net Diff.	13.9%	15.9%	-	-	11.7%	-	-	11.8%	-	-	35.1%	-	-	100.0%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
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	114	57	42	5	-	5	12	92	33	59	-	1	7	50	4	5	42	3	12	84
SUPPORTER OF TRUMP	50.4%	100.0%	-	45.2%	-	45.2%	17.8%	53.9%	43.4%	59.6%	-	-	14.1%	58.3%	55.8%	23.0%	48.5%	38.6%	17.8%	53.4%
TRADITIONAL REPUB. PARTY	36.5%	-	100.0%	35.9%	-	35.9%	62.4%	34.7%	45.6%	28.8%	-	-	67.1%	35.2%	44.2%	55.5%	34.2%	60.8%	62.4%	35.4%
DK/REFUSED	13.1%	-	-	18.9%	-	18.9%	19.9%	11.4%	11.0%	11.7%	-	100.0%	18.8%	6.5%	-	21.4%	17.3%	0.6%	19.9%	11.2%
Net Diff.	13.9%	100.0%	-100%	9.4%	-	9.4%	-44.6%	19.1%	-2.1%	30.8%	-	-	-52.9%	23.2%	11.5%	-32.5%	14.3%	-22.2%	-44.6%	18.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
2. More of a supporter of the traditional Republican Party.

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		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		
Total Answering	114	2	- 9	-	-	- 3	106	8	0	19	92	74	27	37	18	37	9	67	26
SUPPORTER OF TRUMP	50.4%	54.8%	- 58.4%	-	-	- 100.0%	54.3%	-	-	37.8%	53.6%	51.7%	42.2%	54.2%	45.1%	49.2%	36.7%	53.4%	39.3%
TRADITIONAL REPUB. PARTY	36.5%	-	- 28.1%	-	-	-	32.5%	88.0%	100.0%	42.8%	36.5%	37.8%	49.6%	40.5%	42.4%	35.2%	63.3%	38.2%	52.1%
DK/REFUSED	13.1%	45.2%	- 13.5%	-	-	-	13.2%	12.0%	-	19.5%	9.9%	10.4%	8.2%	5.3%	12.5%	15.6%	-	8.4%	8.6%
Net Diff.	13.9%	54.8%	- 30.3%	-	-	- 100.0%	21.8%	-88.0%	-100%	-5.0%	17.2%	13.9%	-7.4%	13.7%	2.7%	14.1%	-26.5%	15.1%	-12.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	7	1	1	-	52	31	31	16	21	15	49	28	3	3	0	-	61	50	32	27	
SUPPORTER OF TRUMP	50.4%	36.1%	100.0%	100.0%	-	44.0%	51.6%	44.0%	58.4%	44.0%	44.6%	44.2%	52.3%	41.1%	44.6%	100.0%	-	55.1%	46.0%	58.2%	46.2%	
TRADITIONAL REPUB. PARTY	36.5%	34.0%	-	-	-	47.3%	44.8%	45.0%	41.6%	50.7%	48.1%	48.6%	43.7%	26.8%	55.4%	-	-	33.3%	42.7%	32.2%	44.8%	
DK/REFUSED	13.1%	29.9%	-	-	-	8.7%	3.6%	11.0%	-	5.3%	7.3%	7.3%	4.0%	32.0%	-	-	-	11.6%	11.2%	9.6%	8.9%	
Net Diff.	13.9%	2.0%	100.0%	100.0%	-	-3.3%	6.7%	-1.0%	16.9%	-6.8%	-3.5%	-4.4%	8.6%	14.3%	-10.9%	100.0%	-	21.8%	3.3%	25.9%	1.4%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. Now, thinking about the Republican Party and how you align with it, do you consider yourself to be...
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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	PRO-LIFE	PRO-CHOICE
Total Answering	114	28	23	57	44	4	6	0	2	84	24	48	10	36	14	77	21	8	3	3	-
SUPPORTER OF TRUMP	50.4%	51.5%	45.8%	56.5%	41.0%	33.9%	85.7%	100.0%	100.0%	57.6%	23.7%	58.1%	21.5%	56.8%	25.2%	56.9%	21.4%	64.5%	39.7%	100.0%	-
TRADITIONAL REPUB. PARTY	36.5%	34.5%	40.2%	32.7%	46.3%	41.5%	14.3%	-	-	31.7%	62.0%	35.1%	55.3%	27.1%	66.9%	32.8%	66.8%	20.6%	27.5%	-	-
DK/REFUSED	13.1%	14.0%	14.0%	10.8%	12.7%	24.6%	-	-	-	10.7%	14.3%	6.7%	23.2%	16.1%	7.8%	10.3%	11.8%	14.9%	32.8%	-	-
Net Diff.	13.9%	17.1%	5.5%	23.8%	-5.4%	-7.6%	71.4%	100.0%	100.0%	25.9%	-38.4%	23.0%	-33.8%	29.7%	-41.7%	24.0%	-45.4%	43.8%	12.3%	100.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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 Answering	114	79	14	23	41	27	12	1	14	44	13	35	15	73	23	6	4	3	-
SUPPORTER OF TRUMP	50.4%	59.1%	62.3%	57.9%	58.6%	31.3%	44.7%	100.0%	15.3%	56.5%	48.4%	62.3%	16.0%	57.2%	32.4%	81.2%	25.6%	100.0%	-
TRADITIONAL REPUB. PARTY	36.5%	26.1%	23.3%	37.6%	20.7%	61.3%	47.4%	-	77.3%	30.7%	44.3%	20.3%	76.6%	28.3%	62.9%	-	53.3%	-	-
DK/REFUSED	13.1%	14.8%	14.3%	4.5%	20.8%	7.4%	7.9%	-	7.5%	12.8%	7.3%	17.4%	7.5%	14.5%	4.7%	18.8%	21.1%	-	-
Net Diff.	13.9%	33.0%	39.0%	20.3%	37.9%	-30.0%	-2.8%	100.0%	-62.0%	25.9%	4.1%	41.9%	-60.6%	28.9%	-30.5%	81.2%	-27.7%	100.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	103	11	3	6	2	-	57	4	0	2	2	-	46	6	2	4	-	-		
SUPPORTER OF TRUMP	50.4%	49.7%	57.7%	100.0%	39.8%	57.2%	-	52.1%	58.8%	100.0%	60.1%	57.2%	-	46.6%	56.9%	100.0%	29.4%	-	-		
TRADITIONAL REPUB. PARTY	36.5%	37.9%	22.6%	-	40.6%	0.6%	-	38.0%	19.0%	-	39.9%	0.6%	-	37.8%	25.0%	-	40.9%	-	-		
DK/REFUSED	13.1%	12.4%	19.8%	-	19.6%	42.2%	-	9.9%	22.3%	-	-	42.2%	-	15.6%	18.1%	-	29.6%	-	-		
Net Diff.	13.9%	11.8%	35.1%	100.0%	-0.8%	56.5%	-	14.1%	39.8%	100.0%	20.3%	56.5%	-	8.8%	32.0%	100.0%	-11.5%	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	12	12	20	34	36	24	90	44	70	78	36	16	45	27	34	43	18
SUPPORTER OF TRUMP	50.4%	33.2%	32.0%	55.7%	54.8%	55.2%	32.6%	55.2%	43.2%	55.0%	48.3%	55.2%	40.0%	57.1%	47.9%	56.3%	50.1%	58.2%
TRADITIONAL REPUB. PARTY	36.5%	35.9%	56.7%	21.8%	36.0%	38.8%	46.1%	33.9%	35.0%	37.4%	35.4%	38.8%	45.8%	33.4%	39.4%	34.5%	36.9%	36.0%
DK/REFUSED	13.1%	30.9%	11.3%	22.5%	9.2%	6.0%	21.3%	10.9%	21.8%	7.6%	16.3%	6.0%	14.2%	9.5%	12.7%	9.2%	12.9%	5.7%
Net Diff.	13.9%	-2.8%	-24.6%	33.9%	18.8%	16.3%	-13.5%	21.3%	8.3%	17.6%	12.8%	16.3%	-5.7%	23.8%	8.5%	21.8%	13.2%	22.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

15. 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. OR,
  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	114	8	45	17	35	35	17	62	52	44	38	32	8	17	16	18	56
SUPPORTER OF TRUMP	50.4%	16.6%	53.2%	35.7%	53.7%	46.0%	51.9%	52.6%	47.9%	49.0%	55.1%	46.8%	15.3%	67.3%	56.7%	18.1%	59.0%
TRADITIONAL REPUB. PARTY	36.5%	46.9%	34.4%	27.8%	40.3%	33.5%	41.8%	36.7%	36.2%	44.0%	26.7%	37.6%	51.6%	20.3%	27.9%	56.9%	35.0%
DK/REFUSED	13.1%	36.6%	12.4%	36.6%	6.0%	20.5%	6.3%	10.8%	15.9%	7.0%	18.1%	15.6%	33.1%	12.4%	15.4%	25.1%	6.0%
Net Diff.	13.9%	-30.3%	18.8%	7.9%	13.5%	12.4%	10.1%	15.9%	11.7%	5.1%	28.4%	9.2%	-36.3%	47.0%	28.7%	-38.8%	24.1%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

16. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
LIBERAL	27.7%	27.2%	25.4%	28.8%	33.8%	28.5%	25.1%	25.5%	22.9%	3.8%	4.0%	-	55.3%	56.6%	-	13.7%
Very	13.8%	15.0%	10.7%	11.8%	20.0%	14.8%	10.4%	7.8%	22.9%	0.9%	1.0%	-	29.5%	30.2%	-	-
Somewhat	13.9%	12.2%	14.8%	16.9%	13.8%	13.7%	14.6%	17.7%	-	2.8%	3.0%	-	25.8%	26.4%	-	13.7%
MODERATE	24.3%	22.5%	28.0%	21.9%	25.8%	24.1%	24.9%	26.2%	18.5%	14.9%	13.4%	37.8%	31.6%	30.7%	69.9%	44.4%
CONSERVATIVE	43.2%	46.8%	38.6%	45.9%	36.8%	42.2%	46.6%	44.2%	57.8%	75.5%	77.2%	50.3%	8.7%	8.2%	30.1%	41.2%
Somewhat	19.3%	16.3%	21.9%	23.7%	19.0%	20.0%	17.2%	18.3%	12.0%	29.0%	28.5%	35.6%	6.8%	6.3%	30.1%	35.2%
Very	23.9%	30.5%	16.7%	22.2%	17.8%	22.3%	29.4%	25.9%	45.8%	46.6%	48.7%	14.7%	1.9%	2.0%	-	5.9%
DK/REFUSED	4.8%	3.6%	8.0%	3.5%	3.6%	5.2%	3.5%	4.1%	0.7%	5.7%	5.3%	11.9%	4.3%	4.4%	-	0.8%
Net Diff.	15.5%	19.5%	13.1%	17.1%	2.9%	13.8%	21.5%	18.7%	34.9%	71.8%	73.2%	50.3%	-46.6%	-48.4%	30.1%	27.5%
Mean	3.27	3.36	3.21	3.28	3.01	3.22	3.42	3.38	3.58	4.25	4.28	3.74	2.22	2.20	3.30	3.34

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
LIBERAL	27.7%	8.4%	64.1%	20.3%	28.5%	62.7%	7.1%	17.9%	24.0%	30.2%	-	49.7%	32.4%
Very	13.8%	3.0%	28.0%	7.9%	16.4%	29.2%	7.1%	10.0%	11.7%	-	-	23.3%	15.0%
Somewhat	13.9%	5.3%	36.1%	12.3%	12.1%	33.5%	-	7.8%	12.2%	30.2%	-	26.5%	17.4%
MODERATE	24.3%	15.4%	22.6%	20.3%	28.8%	14.7%	23.9%	28.3%	25.3%	16.3%	-	16.6%	19.2%
CONSERVATIVE	43.2%	70.2%	9.7%	49.5%	40.5%	14.7%	62.9%	50.2%	46.4%	53.6%	100.0%	31.0%	42.0%
Somewhat	19.3%	31.7%	6.5%	21.4%	18.0%	10.0%	33.5%	19.1%	20.6%	37.9%	-	20.7%	19.4%
Very	23.9%	38.5%	3.2%	28.1%	22.5%	4.7%	29.4%	31.1%	25.8%	15.7%	100.0%	10.3%	22.6%
DK/REFUSED	4.8%	6.0%	3.6%	9.9%	2.2%	7.8%	6.1%	3.6%	4.3%	-	-	2.7%	6.5%
Net Diff.	15.5%	61.9%	-54.5%	29.2%	12.0%	-48.0%	55.8%	32.4%	22.4%	23.4%	100.0%	-18.7%	9.6%
Mean	3.27	4.04	2.18	3.55	3.19	2.21	3.83	3.56	3.38	3.39	5.00	2.67	3.18



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
LIBERAL	27.7%	10.2%	41.0%	25.2%	35.2%	63.7%	75.4%	9.5%	3.8%	3.8%	-	53.2%	53.5%	-	11.9%
Very	13.8%	6.0%	30.1%	2.9%	18.4%	39.1%	44.0%	-	0.9%	1.0%	-	28.0%	28.2%	-	-
Somewhat	13.9%	4.2%	10.9%	22.3%	16.8%	24.6%	31.5%	9.5%	2.9%	2.9%	-	25.2%	25.4%	-	11.9%
MODERATE	24.3%	24.0%	25.6%	23.1%	22.7%	28.4%	19.7%	40.8%	15.1%	15.1%	50.4%	32.8%	32.4%	100.0%	32.8%
CONSERVATIVE	43.2%	60.3%	26.3%	48.6%	42.2%	-	4.9%	24.9%	75.3%	75.4%	49.6%	9.8%	9.9%	-	54.0%
Somewhat	19.3%	26.2%	10.7%	16.9%	25.7%	-	4.9%	24.9%	28.4%	28.4%	38.0%	9.1%	9.2%	-	31.7%
Very	23.9%	34.1%	15.6%	31.7%	16.5%	-	-	-	46.9%	47.0%	11.6%	0.7%	0.7%	-	22.2%
DK/REFUSED	4.8%	5.5%	7.0%	3.1%	-	8.0%	-	24.8%	5.7%	5.7%	-	4.2%	4.2%	-	1.2%
Net Diff.	15.5%	50.0%	-14.7%	23.4%	7.0%	-63.7%	-70.5%	15.5%	71.5%	71.6%	49.6%	-43.3%	-43.6%	-	42.0%
Mean	3.27	3.83	2.69	3.54	3.05	1.88	1.86	3.21	4.25	4.25	3.61	2.26	2.26	3.00	3.65

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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 HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
LIBERAL	27.7%	3.1%	3.3%	-	57.1%	57.9%	36.4%	9.9%	-	13.8%
Very	13.8%	1.0%	1.0%	-	30.0%	30.4%	19.7%	0.4%	-	-
Somewhat	13.9%	2.1%	2.3%	-	27.1%	27.5%	16.7%	9.5%	-	13.8%
MODERATE	24.3%	14.5%	13.4%	34.5%	30.5%	29.2%	63.6%	44.6%	14.9%	37.8%
CONSERVATIVE	43.2%	77.4%	78.0%	65.5%	7.9%	8.2%	-	40.2%	78.2%	47.0%
Somewhat	19.3%	29.3%	29.1%	33.4%	7.1%	7.4%	-	27.8%	33.4%	36.5%
Very	23.9%	48.0%	49.0%	32.1%	0.8%	0.8%	-	12.4%	44.8%	10.5%
DK/REFUSED	4.8%	5.0%	5.3%	-	4.5%	4.6%	-	5.3%	7.0%	1.4%
Net Diff.	15.5%	74.2%	74.8%	65.5%	-49.2%	-49.7%	-36.4%	30.4%	78.2%	33.3%
Mean	3.27	4.28	4.30	3.98	2.18	2.17	2.44	3.45	4.32	3.44

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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 PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUBLICAN	DEMOCRATIC	INDEP. /OTHER /DK	Indep. end	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
LIBERAL	27.7%	35.1%	6.7%	28.5%	20.8%	20.9%	34.6%	19.0%	54.0%	38.2%	4.5%	6.5%	-	29.9%	-	4.5%	51.2%	32.8%	35.4%	10.5%	23.7%
Very	13.8%	17.2%	5.0%	11.2%	12.1%	8.7%	18.8%	6.6%	40.4%	19.2%	1.7%	1.9%	-	14.7%	-	-	34.4%	10.5%	11.8%	-	-
Somewhat	13.9%	17.9%	1.7%	17.4%	8.8%	12.2%	15.8%	12.3%	13.6%	19.0%	2.8%	4.6%	-	15.2%	-	4.5%	16.9%	22.3%	23.6%	10.5%	23.7%
MODERATE	24.3%	26.6%	15.8%	27.2%	25.1%	21.7%	26.3%	23.0%	25.0%	30.9%	12.9%	13.3%	6.5%	26.2%	6.5%	10.9%	29.4%	35.5%	34.4%	52.9%	-
CONSERVATIVE	43.2%	32.4%	77.5%	40.3%	49.1%	51.8%	34.3%	52.0%	18.1%	26.2%	78.0%	78.8%	77.1%	40.0%	77.1%	80.8%	14.5%	25.8%	27.4%	1.4%	76.3%
Somewhat	19.3%	18.0%	22.6%	17.2%	22.2%	19.9%	18.8%	23.9%	6.2%	13.1%	28.7%	33.3%	27.6%	18.5%	27.6%	28.6%	8.8%	18.4%	19.0%	1.4%	76.3%
Very	23.9%	14.3%	54.9%	23.1%	26.9%	31.9%	15.6%	28.1%	11.9%	13.0%	49.4%	45.5%	49.5%	21.6%	49.5%	52.2%	5.7%	7.4%	8.4%	-	-
DK/REFUSED	4.8%	6.0%	-	3.9%	5.0%	5.6%	4.8%	6.0%	2.8%	4.7%	4.5%	1.4%	16.4%	3.8%	16.4%	3.8%	4.9%	5.9%	2.8%	35.1%	-
Net Diff.	15.5%	-2.7%	70.9%	11.7%	28.2%	30.9%	-0.3%	33.1%	-35.9%	-12.1%	73.6%	72.3%	77.1%	10.2%	77.1%	76.3%	-36.8%	-7.0%	-8.0%	-9.1%	52.6%
Mean	3.27	2.94	4.21	3.25	3.45	3.57	2.96	3.58	2.34	2.81	4.27	4.17	4.52	3.18	4.52	4.34	2.31	2.89	2.88	2.86	3.53

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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		
		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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
LIBERAL	27.7%	1.6%	52.4%	14.6%	7.9%	50.5%	46.4%	2.9%	65.8%	33.9%	19.7%	22.4%	25.5%	-	21.9%	35.1%
Very	13.8%	-	41.9%	5.5%	-	29.4%	14.2%	-	42.3%	9.5%	-	19.0%	16.5%	-	21.9%	18.6%
Somewhat	13.9%	1.6%	10.5%	9.1%	7.9%	21.1%	32.2%	2.9%	23.6%	24.4%	19.7%	3.4%	8.9%	-	-	16.6%
MODERATE	24.3%	12.0%	30.0%	39.1%	9.6%	28.9%	32.9%	12.0%	19.2%	38.1%	-	48.3%	19.8%	-	48.5%	-
CONSERVATIVE	43.2%	81.4%	11.3%	38.7%	80.1%	16.6%	16.2%	80.8%	12.9%	23.4%	80.3%	18.2%	40.9%	100.0%	21.0%	39.3%
Somewhat	19.3%	22.7%	11.3%	32.1%	35.5%	7.2%	8.2%	30.8%	6.2%	19.9%	7.5%	14.6%	9.1%	-	16.8%	16.4%
Very	23.9%	58.7%	-	6.6%	44.6%	9.4%	8.0%	50.1%	6.7%	3.5%	72.9%	3.6%	31.8%	100.0%	4.2%	22.8%
DK/REFUSED	4.8%	5.0%	6.3%	7.6%	2.4%	4.1%	4.5%	4.2%	2.0%	4.6%	-	11.1%	13.8%	-	8.6%	25.6%
Net Diff.	15.5%	79.8%	-41.1%	24.1%	72.2%	-33.9%	-30.1%	77.9%	-52.9%	-10.5%	60.7%	-4.2%	15.5%	100.0%	-0.9%	4.2%
Mean	3.27	4.46	2.11	3.27	4.20	2.44	2.62	4.34	2.10	2.83	4.34	2.78	3.36	5.00	2.80	3.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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 REPUB.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMO-CRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
LIBERAL	27.7%	4.0%	4.4%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-
Very	13.8%	-	-	49.9%	100.0%	-	-	-	-	-	-	67.5%	-	-	42.0%	-	-	47.5%	-	-
Somewhat	13.9%	4.0%	4.4%	50.1%	-	100.0%	-	-	-	-	-	32.5%	-	-	58.0%	-	-	52.5%	-	-
MODERATE	24.3%	3.8%	18.7%	-	-	-	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-
CONSERVATIVE	43.2%	86.3%	76.9%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%
Somewhat	19.3%	24.6%	35.7%	-	-	-	-	44.7%	100.0%	-	47.9%	-	-	44.4%	-	-	45.1%	-	-	46.8%
Very	23.9%	61.7%	41.2%	-	-	-	-	55.3%	-	100.0%	52.1%	-	-	55.6%	-	-	54.9%	-	-	53.2%
DK/REFUSED	4.8%	5.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	15.5%	82.3%	72.5%	-100%	-100%	-100%	-	100.0%	100.0%	100.0%	100.0%	-100%	-	100.0%	-100%	-	100.0%	-100%	-	100.0%
Mean	3.27	4.53	4.14	1.50	1.00	2.00	3.00	4.55	4.00	5.00	4.52	1.33	3.00	4.56	1.58	3.00	4.55	1.53	3.00	4.53

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
LIBERAL	27.7%	100.0%	-	-	100.0%	-	-	4.6%	51.7%	11.2%	36.6%	25.6%	9.7%	49.2%	8.3%	30.3%	10.7%	65.7%	8.3%	52.9%
Very	13.8%	64.5%	-	-	85.7%	-	-	0.9%	27.3%	11.2%	18.7%	12.9%	2.2%	27.1%	1.7%	23.1%	2.5%	30.6%	0.8%	27.8%
Somewhat	13.9%	35.5%	-	-	14.3%	-	-	3.7%	24.4%	-	17.9%	12.6%	7.5%	22.1%	6.5%	7.1%	8.3%	35.2%	7.5%	25.1%
MODERATE	24.3%	-	100.0%	-	-	100.0%	-	14.8%	34.3%	19.7%	29.0%	23.2%	21.4%	26.1%	17.9%	30.7%	24.0%	22.1%	19.9%	22.0%
CONSERVATIVE	43.2%	-	-	100.0%	-	-	100.0%	75.1%	10.1%	59.2%	32.5%	46.6%	64.5%	22.2%	69.8%	37.1%	60.7%	9.1%	68.3%	23.2%
Somewhat	19.3%	-	-	32.6%	-	-	51.3%	28.2%	9.4%	59.2%	21.5%	18.9%	25.5%	12.7%	24.2%	20.4%	26.5%	5.9%	29.1%	13.1%
Very	23.9%	-	-	67.4%	-	-	48.7%	46.9%	0.7%	-	11.0%	27.7%	39.0%	9.5%	45.6%	16.6%	34.2%	3.2%	39.3%	10.0%
DK/REFUSED	4.8%	-	-	-	-	-	-	5.5%	3.9%	10.0%	2.0%	4.7%	4.3%	2.6%	4.0%	2.0%	4.6%	3.0%	3.4%	2.0%
Net Diff.	15.5%	-100%	-	100.0%	-100%	-	100.0%	70.5%	-41.6%	48.0%	-4.0%	21.0%	54.8%	-27.0%	61.6%	6.8%	49.9%	-56.6%	60.0%	-29.7%
Mean	3.27	1.36	3.00	4.67	1.14	3.00	4.49	4.23	2.29	3.41	2.88	3.38	3.96	2.54	4.10	3.00	3.86	2.13	4.02	2.52

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
LIBERAL	27.7%	15.8%	28.3%	18.9%	34.6%	24.3%	40.1%	11.6%	40.3%	36.3%	40.0%	23.3%	45.8%	29.4%	18.9%	38.5%	19.6%	21.8%	32.8%	14.9%	22.0%
Very	13.8%	7.9%	23.4%	12.2%	34.6%	8.4%	25.2%	4.6%	31.8%	11.9%	21.2%	5.2%	29.3%	25.0%	9.9%	38.5%	13.2%	10.2%	16.9%	11.4%	13.9%
Somewhat	13.9%	7.9%	4.9%	6.7%	-	15.9%	14.9%	7.0%	8.6%	24.4%	18.8%	18.1%	16.5%	4.4%	9.0%	-	6.4%	11.6%	15.9%	3.5%	8.1%
MODERATE	24.3%	25.1%	49.3%	38.7%	41.4%	29.5%	25.2%	37.5%	14.4%	21.9%	31.8%	28.1%	21.4%	36.7%	37.1%	38.1%	44.1%	16.1%	31.0%	17.1%	30.6%
CONSERVATIVE	43.2%	50.7%	16.6%	35.9%	15.3%	43.2%	31.0%	48.9%	40.3%	37.7%	25.4%	45.1%	31.5%	33.3%	30.3%	22.3%	24.2%	55.8%	33.6%	60.2%	43.6%
Somewhat	19.3%	11.4%	10.3%	12.9%	15.3%	21.6%	13.1%	21.7%	17.6%	21.6%	10.3%	24.1%	13.0%	8.5%	13.9%	8.8%	18.3%	22.2%	17.7%	20.0%	24.7%
Very	23.9%	39.3%	6.3%	23.0%	-	21.5%	17.9%	27.2%	22.7%	16.2%	15.0%	20.9%	18.5%	24.7%	16.5%	13.5%	5.9%	33.6%	15.9%	40.2%	18.8%
DK/REFUSED	4.8%	8.3%	5.9%	6.5%	8.7%	3.1%	3.7%	2.0%	5.0%	4.1%	2.9%	3.5%	1.2%	0.6%	13.7%	1.0%	12.2%	6.3%	2.6%	7.8%	3.8%
Net Diff.	15.5%	34.9%	-11.7%	17.0%	-19.4%	18.9%	-9.1%	37.3%	-0.1%	1.5%	-14.6%	21.8%	-14.3%	3.9%	11.4%	-16.2%	4.6%	34.0%	0.8%	45.4%	21.6%
Mean	3.27	3.72	2.69	3.30	2.41	3.33	2.83	3.61	2.90	3.06	2.79	3.39	2.75	3.04	3.21	2.58	2.97	3.61	3.00	3.80	3.28

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
LIBERAL	27.7%	27.4%	42.4%	21.5%	35.2%	23.5%	22.8%	24.2%	22.2%	4.3%	48.2%	4.8%	36.9%	3.5%	54.8%	4.1%	52.1%	5.1%	34.5%	11.5%	28.1%
Very	13.8%	9.3%	19.5%	8.4%	18.1%	19.1%	12.0%	24.2%	16.9%	3.5%	22.9%	4.8%	24.0%	1.8%	22.2%	3.2%	23.5%	5.1%	21.1%	11.5%	23.5%
Somewhat	13.9%	18.1%	22.8%	13.0%	17.2%	4.5%	10.8%	-	5.3%	0.7%	25.3%	-	12.9%	1.7%	32.6%	0.9%	28.6%	-	13.4%	-	4.6%
MODERATE	24.3%	15.4%	31.3%	13.2%	29.9%	30.6%	33.6%	42.6%	31.1%	13.5%	34.5%	16.7%	37.5%	9.5%	32.8%	11.0%	33.8%	27.7%	35.3%	24.3%	41.0%
CONSERVATIVE	43.2%	52.2%	24.8%	60.9%	32.9%	30.4%	37.8%	16.7%	38.5%	77.2%	14.3%	73.0%	21.5%	82.5%	10.1%	80.5%	13.1%	59.0%	19.5%	45.7%	21.6%
Somewhat	19.3%	23.9%	11.5%	25.5%	18.1%	5.5%	16.7%	8.6%	19.8%	31.6%	8.5%	28.1%	13.8%	36.0%	5.3%	37.3%	6.6%	0.2%	16.1%	-	17.4%
Very	23.9%	28.3%	13.3%	35.4%	14.9%	24.9%	21.1%	8.1%	18.7%	45.6%	5.8%	44.9%	7.6%	46.6%	4.8%	43.2%	6.5%	58.8%	3.4%	45.7%	4.3%
DK/REFUSED	4.8%	5.0%	1.6%	4.4%	1.9%	15.4%	5.8%	16.5%	8.2%	5.0%	3.0%	5.5%	4.1%	4.4%	2.3%	4.4%	1.0%	8.2%	10.7%	18.5%	9.3%
Net Diff.	15.5%	24.8%	-17.6%	39.4%	-2.3%	6.9%	15.0%	-7.5%	16.3%	72.9%	-33.9%	68.2%	-15.4%	79.0%	-44.8%	76.4%	-39.0%	53.8%	-15.0%	34.2%	-6.4%
Mean	3.27	3.46	2.76	3.69	2.94	3.15	3.26	2.72	3.20	4.21	2.47	4.14	2.67	4.29	2.36	4.22	2.43	4.17	2.63	3.84	2.72



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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.					
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
LIBERAL	27.7%	7.4%	-	3.5%	11.5%	46.5%	31.7%	50.3%	54.1%	5.3%	34.2%	9.5%	55.1%	7.8%	50.1%	5.3%	33.9%	9.1%	31.1%
Very	13.8%	3.5%	-	3.5%	4.7%	23.4%	8.2%	21.2%	33.0%	3.8%	22.9%	3.2%	23.7%	3.1%	24.2%	5.3%	20.7%	9.1%	26.0%
Somewhat	13.9%	3.9%	-	-	6.8%	23.1%	23.5%	29.1%	21.0%	1.6%	11.2%	6.3%	31.5%	4.6%	25.8%	-	13.2%	-	5.1%
MODERATE	24.3%	12.1%	10.1%	9.6%	13.7%	33.7%	45.8%	41.8%	24.0%	13.0%	37.5%	11.2%	31.0%	10.1%	32.0%	22.6%	38.2%	30.4%	39.6%
CONSERVATIVE	43.2%	73.0%	76.1%	86.8%	66.3%	18.3%	22.5%	7.9%	19.1%	74.3%	26.5%	71.6%	12.6%	75.8%	17.8%	58.1%	20.7%	46.0%	19.1%
Somewhat	19.3%	28.9%	26.8%	31.2%	28.6%	10.1%	13.3%	3.9%	10.2%	29.3%	14.7%	28.3%	7.0%	33.1%	8.8%	6.0%	15.8%	10.0%	19.1%
Very	23.9%	44.2%	49.2%	55.7%	37.7%	8.2%	9.2%	4.0%	8.9%	45.0%	11.8%	43.3%	5.6%	42.7%	9.1%	52.2%	5.0%	36.0%	-
DK/REFUSED	4.8%	7.5%	13.8%	-	8.5%	1.5%	-	-	2.9%	7.4%	1.9%	7.7%	1.3%	6.3%	0.1%	14.0%	7.2%	14.5%	10.3%
Net Diff.	15.5%	65.6%	76.1%	83.3%	54.8%	-28.2%	-9.2%	-42.4%	-35.0%	69.0%	-7.7%	62.1%	-42.6%	68.0%	-32.2%	52.9%	-13.2%	36.9%	-12.0%
Mean	3.27	4.15	4.45	4.35	3.96	2.56	2.92	2.40	2.39	4.19	2.81	4.11	2.39	4.15	2.53	4.16	2.69	3.75	2.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
LIBERAL	27.7%	28.9%	22.6%	22.9%	24.0%	15.8%	28.0%	17.4%	24.5%	30.2%	-	15.8%	46.3%	38.5%	20.8%	17.5%	35.7%	-	-		
Very	13.8%	13.7%	14.6%	19.7%	-	-	28.0%	10.8%	20.8%	30.2%	-	-	46.3%	16.2%	8.7%	11.8%	-	-	-		
Somewhat	13.9%	15.2%	8.0%	3.3%	24.0%	15.8%	-	6.7%	3.7%	-	-	15.8%	-	22.4%	12.1%	5.8%	35.7%	-	-		
MODERATE	24.3%	22.4%	31.6%	35.4%	10.8%	40.4%	32.5%	23.5%	29.8%	22.0%	32.7%	40.4%	53.7%	21.5%	33.4%	45.4%	-	-	-		
CONSERVATIVE	43.2%	44.9%	36.2%	30.3%	53.1%	43.8%	39.4%	54.1%	35.0%	29.3%	67.3%	43.8%	-	37.2%	37.4%	31.1%	46.2%	-	100.0%		
Somewhat	19.3%	21.0%	11.8%	15.5%	9.2%	-	-	23.0%	20.0%	29.1%	26.8%	-	-	19.4%	4.1%	5.4%	0.5%	-	-		
Very	23.9%	23.9%	24.4%	14.8%	44.0%	43.8%	39.4%	31.1%	14.9%	0.1%	40.5%	43.8%	-	17.8%	33.4%	25.7%	45.7%	-	100.0%		
DK/REFUSED	4.8%	3.8%	9.6%	11.3%	12.1%	-	-	5.0%	10.8%	18.5%	-	-	-	2.7%	8.4%	6.0%	18.1%	-	-		
Net Diff.	15.5%	16.0%	13.6%	7.4%	29.1%	28.0%	11.4%	36.6%	10.4%	-0.9%	67.3%	28.0%	-46.3%	-1.3%	16.6%	13.6%	10.4%	-	100.0%		
Mean	3.27	3.27	3.26	3.03	3.83	3.72	3.23	3.60	3.05	2.62	4.08	3.72	2.07	3.00	3.45	3.29	3.68	-	5.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
LIBERAL	27.7%	42.7%	35.7%	35.6%	14.7%	19.2%	38.7%	23.9%	37.1%	17.2%	30.8%	19.2%	25.0%	15.6%	23.2%	12.4%	19.9%	14.9%
Very	13.8%	28.7%	22.7%	11.9%	3.4%	12.9%	25.3%	9.8%	18.4%	8.7%	14.2%	12.9%	19.4%	9.2%	15.2%	9.0%	13.8%	9.1%
Somewhat	13.9%	14.0%	13.0%	23.7%	11.3%	6.3%	13.4%	14.1%	18.7%	8.5%	16.6%	6.3%	5.5%	6.4%	8.0%	3.4%	6.2%	5.8%
MODERATE	24.3%	21.6%	31.6%	23.9%	21.6%	24.0%	27.4%	23.3%	25.6%	22.9%	24.5%	24.0%	33.2%	20.3%	29.5%	17.7%	26.5%	18.8%
CONSERVATIVE	43.2%	31.9%	23.0%	36.0%	57.0%	56.7%	26.8%	49.2%	31.5%	56.8%	38.7%	56.7%	32.9%	59.4%	40.7%	64.5%	45.6%	66.2%
Somewhat	19.3%	10.4%	11.9%	22.6%	27.5%	17.7%	11.3%	22.3%	17.1%	22.0%	20.0%	17.7%	16.0%	25.6%	23.7%	20.5%	24.0%	17.4%
Very	23.9%	21.5%	11.1%	13.4%	29.5%	39.0%	15.5%	27.0%	14.5%	34.8%	18.7%	39.0%	16.9%	33.8%	17.0%	43.9%	21.6%	48.9%
DK/REFUSED	4.8%	3.7%	9.6%	4.4%	6.7%	0.1%	7.1%	3.6%	5.7%	3.0%	6.0%	0.1%	8.9%	4.7%	6.6%	5.4%	8.0%	-
Net Diff.	15.5%	-10.8%	-12.7%	0.5%	42.3%	37.6%	-11.9%	25.3%	-5.6%	39.6%	7.8%	37.6%	8.0%	43.8%	17.5%	52.1%	25.6%	51.3%
Mean	3.27	2.81	2.73	3.02	3.73	3.64	2.77	3.44	2.90	3.68	3.13	3.64	3.06	3.72	3.21	3.92	3.36	3.91

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
LIBERAL	27.7%	58.9%	29.8%	51.6%	20.5%	40.7%	22.3%	18.7%	35.3%	19.5%	27.7%	36.2%	32.0%	34.3%	35.1%	29.3%	22.6%
Very	13.8%	33.8%	10.3%	21.8%	8.5%	14.6%	15.6%	12.7%	14.8%	12.6%	10.9%	17.9%	15.9%	20.5%	17.8%	10.4%	11.7%
Somewhat	13.9%	25.1%	19.5%	29.8%	12.0%	26.0%	6.7%	6.1%	20.5%	6.9%	16.8%	18.3%	16.1%	13.8%	17.3%	18.9%	10.9%
MODERATE	24.3%	18.9%	25.4%	21.6%	26.5%	22.7%	27.8%	24.6%	24.0%	27.0%	22.2%	23.5%	6.1%	24.7%	17.6%	37.2%	23.4%
CONSERVATIVE	43.2%	17.8%	42.0%	21.9%	51.6%	32.4%	49.7%	50.5%	37.0%	50.3%	43.9%	35.1%	62.0%	31.2%	47.0%	30.2%	48.4%
Somewhat	19.3%	4.3%	19.8%	10.1%	23.1%	16.3%	18.0%	22.4%	16.7%	16.1%	18.4%	23.5%	31.4%	6.8%	26.3%	15.2%	21.4%
Very	23.9%	13.4%	22.2%	11.9%	28.5%	16.1%	31.8%	28.1%	20.3%	34.2%	25.5%	11.6%	30.5%	24.4%	20.7%	15.0%	27.0%
DK/REFUSED	4.8%	4.5%	2.7%	4.9%	1.4%	4.2%	0.2%	6.1%	3.7%	3.2%	6.1%	5.1%	-	9.8%	0.3%	3.4%	5.5%
Net Diff.	15.5%	-41.1%	12.2%	-29.6%	31.1%	-8.3%	27.5%	31.8%	1.7%	30.9%	16.2%	-1.1%	30.0%	-3.0%	11.9%	0.9%	25.8%
Mean	3.27	2.36	3.25	2.58	3.52	2.93	3.44	3.50	3.07	3.54	3.33	2.92	3.45	3.01	3.15	3.06	3.44

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

16. 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	109	75	64	25	27	45	20	18	2	7	23	1	22
LIBERAL	27.7%	21.2%	35.2%	18.8%	55.6%	28.9%	31.0%	22.2%	13.1%	100.0%	27.9%	46.9%	-	49.7%
Very	13.8%	9.3%	17.7%	7.7%	30.5%	20.9%	13.7%	-	-	-	-	16.2%	-	17.2%
Somewhat	13.9%	11.9%	17.5%	11.1%	25.1%	8.1%	17.2%	22.2%	13.1%	100.0%	27.9%	30.7%	-	32.5%
MODERATE	24.3%	26.9%	23.1%	29.9%	14.4%	12.9%	34.6%	10.8%	12.0%	-	72.1%	47.5%	100.0%	44.3%
CONSERVATIVE	43.2%	43.8%	38.6%	48.1%	25.9%	58.2%	24.7%	62.0%	69.2%	-	-	5.0%	-	5.3%
Somewhat	19.3%	17.7%	20.9%	17.6%	21.6%	23.9%	16.0%	46.0%	51.3%	-	-	5.0%	-	5.3%
Very	23.9%	26.1%	17.8%	30.5%	4.3%	34.3%	8.6%	16.0%	17.9%	-	-	-	-	-
DK/REFUSED	4.8%	8.2%	3.1%	3.3%	4.1%	-	9.8%	5.1%	5.7%	-	-	0.7%	-	0.7%
Net Diff.	15.5%	22.6%	3.5%	29.3%	-29.7%	29.3%	-6.3%	39.9%	56.0%	-100%	-27.9%	-41.9%	-	-44.4%
Mean	3.27	3.43	3.04	3.54	2.42	3.43	2.87	3.59	3.78	2.00	2.72	2.42	3.00	2.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
DONALD TRUMP	50.1%	50.9%	54.8%	43.9%	44.0%	50.2%	49.7%	46.0%	67.0%	96.2%	97.9%	71.9%	1.1%	1.2%	-	45.2%
JOE BIDEN	48.6%	47.1%	44.4%	55.5%	55.5%	49.2%	46.6%	49.8%	31.2%	3.3%	1.9%	24.6%	98.0%	97.9%	100.0%	43.8%
OTHER	1.0%	1.5%	0.8%	0.5%	0.3%	0.5%	2.9%	3.2%	1.6%	0.3%	0.2%	2.8%	0.5%	0.5%	-	10.1%
DK/REFUSED	0.3%	0.5%	0.1%	0.1%	0.2%	0.1%	0.9%	1.0%	0.2%	0.1%	0.1%	0.7%	0.4%	0.4%	-	0.9%
Net Diff.	1.5%	3.8%	10.4%	-11.5%	-11.5%	1.0%	3.1%	-3.8%	35.8%	92.9%	96.0%	47.2%	-96.8%	-96.8%	-100%	1.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	38	32	76	154	47	16	68	169	7	1	44	109
DONALD TRUMP	50.1%	80.2%	3.2%	62.5%	46.4%	12.3%	78.7%	59.6%	53.9%	53.3%	100.0%	32.1%	48.3%
JOE BIDEN	48.6%	19.2%	96.6%	36.9%	51.6%	86.6%	21.2%	39.8%	44.3%	43.9%	-	67.3%	51.1%
OTHER	1.0%	0.4%	-	0.4%	1.6%	0.9%	-	0.4%	1.4%	2.5%	-	0.4%	0.5%
DK/REFUSED	0.3%	0.1%	0.1%	0.2%	0.4%	0.2%	0.1%	0.2%	0.4%	0.3%	-	0.1%	0.2%
Net Diff.	1.5%	61.0%	-93.4%	25.7%	-5.2%	-74.3%	57.5%	19.9%	9.7%	9.4%	100.0%	-35.2%	-2.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
DONALD TRUMP	50.1%	74.6%	31.5%	56.4%	31.3%	-	-	48.8%	96.9%	97.0%	-	1.5%	1.6%	-	64.6%
JOE BIDEN	48.6%	24.6%	68.4%	43.1%	64.7%	98.8%	96.5%	50.3%	2.7%	2.7%	-	97.5%	97.6%	91.0%	19.0%
OTHER	1.0%	0.7%	-	0.3%	3.7%	1.2%	1.5%	-	0.3%	0.2%	88.4%	0.6%	0.5%	6.6%	15.1%
DK/REFUSED	0.3%	0.1%	0.1%	0.2%	0.2%	-	1.9%	0.9%	0.1%	0.1%	11.6%	0.4%	0.4%	2.4%	1.2%
Net Diff.	1.5%	50.0%	-36.9%	13.3%	-33.4%	-98.8%	-96.5%	-1.5%	94.2%	94.3%	-	-96.0%	-96.0%	-91.0%	45.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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 HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
DONALD TRUMP	50.1%	96.2%	96.0%	99.7%	1.7%	1.8%	-	49.6%	89.8%	59.3%
JOE BIDEN	48.6%	3.4%	3.6%	-	97.4%	97.3%	100.0%	42.0%	9.8%	21.9%
OTHER	1.0%	0.2%	0.2%	-	0.5%	0.5%	-	7.7%	0.2%	17.4%
DK/REFUSED	0.3%	0.1%	0.1%	0.3%	0.4%	0.4%	-	0.7%	0.1%	1.4%
Net Diff.	1.5%	92.8%	92.4%	99.7%	-95.7%	-95.5%	-100%	7.5%	80.0%	37.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

17. 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

	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		REPUBLICAN	DEMOCRATIC		INDEP. /OTHER /DK	Indep- endent	Other	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
DONALD TRUMP	50.1%	40.1%	84.8%	53.7%	54.3%	65.4%	34.4%	62.3%	18.5%	30.1%	97.9%	93.0%	99.4%	46.6%	99.4%	92.8%	6.0%	41.5%	41.7%	48.4%	-
JOE BIDEN	48.6%	59.0%	14.9%	45.1%	45.0%	33.7%	64.8%	37.1%	80.5%	69.1%	1.6%	4.4%	-	52.0%	-	6.9%	93.5%	55.2%	57.5%	45.1%	-
OTHER	1.0%	0.6%	0.3%	0.6%	0.6%	0.6%	0.4%	0.5%	0.9%	0.5%	0.3%	2.5%	0.5%	1.0%	0.5%	0.1%	0.4%	2.6%	0.7%	5.7%	76.3%
DK/REFUSED	0.3%	0.3%	0.1%	0.5%	0.2%	0.2%	0.4%	0.2%	*	0.3%	0.2%	0.2%	0.1%	0.3%	0.1%	0.2%	*	0.7%	0.2%	0.9%	23.7%
Net Diff.	1.5%	-18.9%	69.9%	8.6%	9.3%	31.7%	-30.5%	25.2%	-62.0%	-39.0%	96.2%	88.6%	99.4%	-5.4%	99.4%	85.9%	-87.5%	-13.7%	-15.8%	3.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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

	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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
DONALD TRUMP	50.1%	95.4%	-	54.6%	89.8%	9.9%	31.7%	93.8%	9.0%	37.9%	83.3%	-	64.2%	99.2%	-	46.3%
JOE BIDEN	48.6%	4.4%	99.7%	39.0%	9.9%	89.4%	67.3%	6.0%	90.5%	58.5%	16.3%	99.6%	34.4%	-	99.5%	51.6%
OTHER	1.0%	0.1%	0.3%	5.0%	0.1%	0.5%	0.8%	0.1%	0.5%	2.9%	-	0.4%	1.0%	-	0.4%	1.8%
DK/REFUSED	0.3%	0.1%	-	1.4%	0.2%	0.1%	0.2%	0.1%	*%	0.8%	0.3%	0.1%	0.5%	0.8%	0.1%	0.4%
Net Diff.	1.5%	91.0%	-99.7%	15.6%	79.9%	-79.5%	-35.5%	87.8%	-81.5%	-20.6%	67.0%	-99.6%	29.9%	99.2%	-99.5%	-5.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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
Total	300	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
DONALD TRUMP	50.1%	100.0%	82.8%	8.3%	3.3%	13.3%	30.4%	87.1%	73.2%	98.3%	52.1%	5.3%	42.9%	85.9%	9.7%	19.5%	88.4%	8.1%	35.6%	91.5%
JOE BIDEN	48.6%	-	16.7%	90.7%	95.9%	85.6%	68.6%	11.3%	23.5%	1.5%	47.6%	92.6%	56.1%	11.5%	89.9%	79.6%	11.1%	90.8%	63.4%	6.7%
OTHER	1.0%	-	0.3%	0.4%	0.8%	-	0.8%	1.4%	3.1%	-	-	0.4%	0.9%	2.4%	0.4%	0.8%	0.1%	0.5%	0.9%	1.6%
DK/REFUSED	0.3%	*	0.2%	0.6%	-	1.1%	0.1%	0.2%	0.2%	0.2%	0.3%	1.7%	0.2%	0.1%	*	0.1%	0.3%	0.7%	0.1%	0.2%
Net Diff.	1.5%	100.0%	66.1%	-82.4%	-92.5%	-72.2%	-38.2%	75.7%	49.6%	96.8%	4.5%	-87.2%	-13.2%	74.4%	-80.2%	-60.1%	77.3%	-82.6%	-27.8%	84.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
DONALD TRUMP	50.1%	9.6%	15.2%	61.5%	-	-	38.2%	100.0%	-	-	41.0%	51.4%	66.5%	29.9%	69.8%	46.1%	64.1%	15.8%	74.3%	31.9%
JOE BIDEN	48.6%	90.4%	84.0%	38.0%	100.0%	99.0%	61.3%	-	100.0%	-	57.6%	47.4%	32.9%	69.0%	29.4%	52.5%	35.5%	83.4%	25.0%	67.0%
OTHER	1.0%	-	0.6%	-	-	0.8%	-	-	-	100.0%	1.3%	0.9%	0.5%	0.7%	0.7%	0.6%	0.3%	0.8%	0.6%	0.6%
DK/REFUSED	0.3%	-	0.1%	0.5%	-	0.2%	0.4%	-	-	-	0.2%	0.3%	0.1%	0.4%	0.1%	0.8%	0.1%	-	0.1%	0.4%
Net Diff.	1.5%	-80.8%	-68.8%	23.5%	-100%	-99.0%	-23.1%	100.0%	-100%	-	-16.6%	3.9%	33.6%	-39.0%	40.4%	-6.4%	28.6%	-67.7%	49.4%	-35.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
DONALD TRUMP	50.1%	35.3%	18.7%	16.7%	-	52.0%	31.9%	58.3%	38.1%	45.9%	28.2%	54.9%	37.3%	36.6%	12.0%	13.3%	-	60.0%	41.5%	66.2%	51.8%
JOE BIDEN	48.6%	64.7%	80.1%	83.2%	98.4%	46.1%	67.4%	38.3%	61.2%	53.6%	71.1%	42.9%	62.0%	62.8%	87.3%	85.4%	99.3%	39.3%	56.8%	33.1%	45.2%
OTHER	1.0%	-	1.1%	-	1.6%	1.5%	0.6%	2.5%	0.7%	0.5%	0.5%	1.7%	0.7%	0.6%	0.4%	1.0%	0.6%	0.5%	1.4%	0.5%	2.4%
DK/REFUSED	0.3%	0.1%	-	0.1%	-	0.4%	0.1%	0.8%	-	0.1%	0.2%	0.5%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.4%	0.2%	0.6%
Net Diff.	1.5%	-29.4%	-61.4%	-66.4%	-98.4%	5.8%	-35.4%	20.0%	-23.1%	-7.6%	-42.9%	12.0%	-24.7%	-26.2%	-75.3%	-72.1%	-99.3%	20.7%	-15.3%	33.1%	6.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
DONALD TRUMP	50.1%	55.0%	32.3%	68.1%	42.4%	19.8%	38.6%	-	26.4%	86.2%	18.7%	87.6%	20.2%	84.4%	17.8%	87.4%	22.7%	79.5%	3.6%	63.7%	-
JOE BIDEN	48.6%	44.4%	67.0%	31.2%	55.5%	79.4%	60.9%	98.9%	73.1%	12.2%	80.2%	10.0%	78.0%	15.1%	81.5%	10.8%	76.1%	20.0%	95.7%	35.5%	99.1%
OTHER	1.0%	0.5%	0.6%	0.5%	1.6%	0.5%	0.4%	0.8%	0.6%	1.4%	0.7%	2.3%	0.9%	0.3%	0.6%	1.7%	0.7%	-	0.7%	-	0.9%
DK/REFUSED	0.3%	0.2%	0.1%	0.1%	0.4%	0.4%	*	0.3%	-	0.2%	0.4%	0.1%	0.9%	0.2%	0.1%	0.1%	0.5%	0.5%	-	0.8%	-
Net Diff.	1.5%	10.7%	-34.7%	36.9%	-13.2%	-59.6%	-22.3%	-98.9%	-46.7%	74.0%	-61.5%	77.6%	-57.8%	69.3%	-63.7%	76.6%	-53.4%	59.4%	-92.0%	28.1%	-99.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
DONALD TRUMP	50.1%	84.1%	90.6%	89.8%	79.5%	23.9%	45.0%	4.0%	17.6%	86.7%	31.4%	81.3%	18.7%	87.6%	26.8%	65.3%	13.4%	50.0%	-
JOE BIDEN	48.6%	15.2%	8.7%	9.4%	19.8%	75.2%	54.5%	95.5%	81.1%	12.9%	66.9%	17.6%	80.9%	11.8%	72.1%	33.7%	86.2%	48.4%	99.5%
OTHER	1.0%	0.6%	0.5%	0.6%	0.6%	0.6%	0.4%	0.5%	0.7%	0.4%	0.9%	0.8%	0.4%	0.6%	0.6%	0.5%	0.4%	0.9%	0.5%
DK/REFUSED	0.3%	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	-	0.6%	0.1%	0.8%	0.3%	0.1%	0.4%	0.5%	-	0.6%	-	-
Net Diff.	1.5%	68.9%	81.9%	80.4%	59.7%	-51.2%	-9.5%	-91.5%	-63.4%	73.8%	-35.6%	63.7%	-62.3%	75.8%	-45.3%	31.6%	-72.8%	1.6%	-99.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
DONALD TRUMP	50.1%	54.1%	32.4%	16.3%	56.7%	69.8%	72.0%	64.6%	31.1%	11.1%	40.5%	69.8%	53.7%	45.3%	33.6%	20.3%	64.7%	-	100.0%
JOE BIDEN	48.6%	44.4%	67.0%	82.8%	42.9%	29.9%	28.0%	32.9%	68.7%	88.8%	59.5%	29.9%	46.3%	54.1%	65.3%	78.3%	34.8%	-	-
OTHER	1.0%	1.1%	0.4%	0.6%	-	-	-	1.9%	-	-	-	-	-	0.4%	0.8%	1.1%	-	-	-
DK/REFUSED	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	-	0.5%	0.1%	0.1%	-	0.2%	-	0.1%	0.3%	0.3%	0.5%	-	-
Net Diff.	1.5%	9.7%	-34.6%	-66.5%	13.8%	39.9%	44.0%	31.8%	-37.6%	-77.8%	-19.0%	39.9%	7.5%	-8.8%	-31.7%	-58.1%	29.9%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
DONALD TRUMP	50.1%	49.9%	36.9%	52.2%	57.8%	48.9%	42.4%	52.6%	47.4%	52.8%	50.3%	48.9%	52.6%	61.3%	56.9%	60.6%	59.3%	55.5%
JOE BIDEN	48.6%	47.0%	61.5%	47.2%	42.1%	49.0%	55.4%	46.4%	51.2%	46.0%	48.7%	49.0%	44.8%	36.9%	41.5%	36.8%	39.4%	40.1%
OTHER	1.0%	1.4%	1.4%	0.4%	-	2.0%	1.4%	0.9%	0.9%	1.1%	0.7%	2.0%	1.4%	1.7%	0.9%	2.5%	0.7%	4.4%
DK/REFUSED	0.3%	1.7%	0.2%	0.2%	0.1%	0.1%	0.8%	0.1%	0.5%	0.1%	0.4%	0.1%	1.1%	0.1%	0.7%	0.1%	0.6%	0.1%
Net Diff.	1.5%	2.9%	-24.6%	4.9%	15.7%	-0.1%	-13.0%	6.2%	-3.8%	6.9%	1.6%	-0.1%	7.8%	24.4%	15.3%	23.8%	19.9%	15.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
DONALD TRUMP	50.1%	27.3%	46.4%	37.5%	47.5%	42.1%	44.1%	58.4%	43.0%	52.2%	50.7%	47.4%	65.7%	53.3%	38.7%	43.7%	52.6%
JOE BIDEN	48.6%	70.8%	53.2%	61.3%	52.3%	57.0%	55.6%	39.6%	56.3%	46.3%	47.8%	51.7%	32.1%	44.2%	56.9%	55.8%	47.2%
OTHER	1.0%	1.4%	0.3%	0.9%	0.1%	0.6%	0.2%	1.6%	0.5%	1.5%	0.8%	0.7%	2.0%	1.1%	4.1%	0.4%	0.2%
DK/REFUSED	0.3%	0.4%	0.1%	0.3%	0.1%	0.2%	0.1%	0.5%	0.2%	*	0.7%	0.2%	0.2%	1.3%	0.3%	0.1%	0.1%
Net Diff.	1.5%	-43.5%	-6.7%	-23.8%	-4.7%	-14.9%	-11.5%	18.8%	-13.3%	5.8%	2.9%	-4.4%	33.6%	9.1%	-18.2%	-12.1%	5.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

17. 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	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	109	75	64	25	27	45	20	18	2	7	23	1	22	
DONALD TRUMP	50.1%	58.2%	43.7%	52.7%	21.9%	54.8%	45.5%	64.8%	72.3%	-	41.6%	13.9%	-	14.8%	
JOE BIDEN	48.6%	40.2%	53.7%	47.2%	77.7%	45.2%	51.4%	27.8%	19.5%	100.0%	58.4%	85.0%	100.0%	84.1%	
OTHER	1.0%	1.0%	2.5%	-	0.3%	-	1.9%	7.0%	7.8%	-	-	1.0%	-	1.0%	
DK/REFUSED	0.3%	0.7%	0.1%	*	0.2%	0.1%	1.3%	0.4%	0.5%	-	-	0.1%	-	0.1%	
Net Diff.	1.5%	17.9%	-10.0%	5.5%	-55.8%	9.6%	-5.9%	36.9%	52.8%	-100%	-16.8%	-71.1%	-100%	-69.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
YES	23.4%	21.5%	24.3%	25.6%	25.7%	24.7%	19.2%	18.0%	24.5%	21.4%	20.1%	40.8%	24.6%	24.4%	33.4%	30.8%
NO	73.0%	77.5%	68.2%	71.0%	69.9%	71.4%	78.7%	82.0%	63.5%	72.4%	73.3%	59.2%	74.2%	74.4%	66.6%	68.9%
DK/REFUSED	3.5%	0.9%	7.5%	3.5%	4.4%	4.0%	2.1%	-	12.0%	6.2%	6.6%	-	1.2%	1.2%	-	0.3%
Net Diff.	-49.6%	-56.0%	-43.9%	-45.4%	-44.1%	-46.7%	-59.6%	-64.0%	-39.0%	-51.1%	-53.3%	-18.5%	-49.6%	-50.0%	-33.1%	-38.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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 BOTH	
Total	300	38	32	76	154	47	16	68	169	7	1	44	109
YES	23.4%	25.4%	43.3%	17.1%	21.9%	34.6%	44.8%	21.0%	19.2%	13.7%	-	35.6%	27.6%
NO	73.0%	65.6%	52.2%	79.3%	76.2%	59.0%	55.2%	77.4%	76.9%	65.1%	100.0%	57.8%	68.7%
DK/REFUSED	3.5%	9.1%	4.5%	3.6%	1.9%	6.4%	-	1.6%	3.9%	21.2%	-	6.6%	3.7%
Net Diff.	-49.6%	-40.2%	-9.0%	-62.3%	-54.3%	-24.3%	-10.4%	-56.3%	-57.7%	-51.3%	-100%	-22.2%	-41.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	IMPORTANT ISSUES								U.S. SENATE BALLOT						
	TOTAL	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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
YES	23.4%	29.3%	21.5%	17.8%	23.5%	18.6%	26.4%	-	20.9%	20.9%	49.6%	26.1%	26.3%	-	21.8%
NO	73.0%	65.7%	78.4%	77.0%	73.2%	80.7%	73.6%	99.7%	72.8%	72.9%	50.4%	72.8%	72.6%	100.0%	78.0%
DK/REFUSED	3.5%	4.9%	0.1%	5.2%	3.2%	0.7%	-	0.3%	6.2%	6.2%	-	1.1%	1.1%	-	0.3%
Net Diff.	-49.6%	-36.4%	-56.9%	-59.3%	-49.7%	-62.0%	-47.2%	-99.7%	-51.9%	-52.0%	-0.9%	-46.8%	-46.4%	-100%	-56.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
YES	23.4%	22.3%	22.5%	19.0%	24.1%	24.1%	26.2%	25.9%	29.5%	25.1%
NO	73.0%	71.3%	72.0%	60.1%	74.7%	74.7%	73.8%	73.9%	60.0%	74.6%
DK/REFUSED	3.5%	6.4%	5.6%	20.9%	1.2%	1.2%	-	0.2%	10.5%	0.3%
Net Diff.	-49.6%	-49.0%	-49.5%	-41.0%	-50.5%	-50.7%	-47.7%	-48.0%	-30.5%	-49.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	221	69	117	119		149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
YES	23.4%	28.3%	9.6%	30.7%	16.7%		24.3%	20.5%	21.4%	30.0%	21.8%	28.5%	28.8%	24.2%	23.7%	24.2%	16.8%	19.9%	34.9%	37.6%	16.9%	-
NO	73.0%	68.6%	86.6%	65.2%	79.6%		69.4%	79.4%	74.4%	69.7%	75.9%	64.3%	69.8%	46.2%	74.3%	46.2%	80.3%	80.1%	57.3%	55.8%	63.1%	100.0%
DK/REFUSED	3.5%	3.1%	3.8%	4.1%	3.7%		6.3%	0.1%	4.2%	0.3%	2.3%	7.2%	1.4%	29.7%	2.1%	29.7%	2.9%	-	7.8%	6.6%	20.0%	-
Net Diff.	-49.6%	-40.3%	-76.9%	-34.5%	-62.8%		-45.0%	-59.0%	-52.9%	-39.7%	-54.0%	-35.8%	-40.9%	-22.0%	-50.6%	-22.0%	-63.5%	-60.2%	-22.4%	-18.1%	-46.2%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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			
	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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
YES	23.4%	17.7%	26.1%	38.0%	15.8%	15.9%	32.6%	15.4%	20.9%	36.7%	30.6%	18.5%	23.5%	52.5%	17.4%	0.4%
NO	73.0%	80.6%	73.9%	53.7%	79.9%	84.1%	60.0%	82.5%	79.1%	56.4%	58.4%	81.5%	62.7%	0.8%	82.6%	74.0%
DK/REFUSED	3.5%	1.8%	-	8.2%	4.3%	-	7.4%	2.1%	-	6.8%	11.0%	-	13.8%	46.8%	-	25.6%
Net Diff.	-49.6%	-62.9%	-47.9%	-15.7%	-64.1%	-68.3%	-27.4%	-67.2%	-58.3%	-19.7%	-27.8%	-62.9%	-39.2%	51.7%	-65.1%	-73.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
YES	23.4%	12.6%	19.7%	30.9%	31.6%	30.2%	27.9%	17.6%	26.1%	10.8%	-	35.4%	32.9%	19.9%	28.9%	23.6%	15.0%	28.9%	30.9%	17.7%
NO	73.0%	85.4%	80.2%	67.4%	68.4%	66.4%	69.8%	78.7%	71.4%	84.6%	100.0%	64.6%	62.2%	78.5%	68.6%	76.4%	78.9%	69.1%	66.1%	79.1%
DK/REFUSED	3.5%	2.0%	0.1%	1.7%	-	3.4%	2.3%	3.7%	2.5%	4.6%	-	-	4.9%	1.6%	2.5%	-	6.2%	2.0%	3.0%	3.3%
Net Diff.	-49.6%	-72.8%	-60.6%	-36.5%	-36.7%	-36.2%	-41.8%	-61.1%	-45.3%	-73.8%	-100%	-29.2%	-29.3%	-58.6%	-39.8%	-52.8%	-63.9%	-40.2%	-35.1%	-61.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
YES	23.4%	42.7%	19.8%	17.3%	26.3%	18.9%	12.7%	19.1%	27.7%	30.1%	100.0%	-	16.5%	32.1%	23.0%	33.3%	11.8%	31.1%	15.8%	34.1%
NO	73.0%	57.3%	80.2%	76.6%	73.7%	81.1%	76.2%	74.9%	71.3%	65.8%	-	100.0%	80.7%	66.2%	77.0%	64.9%	83.5%	67.3%	80.8%	64.0%
DK/REFUSED	3.5%	-	-	6.1%	-	-	11.1%	6.0%	1.0%	4.1%	-	-	2.7%	1.7%	-	1.8%	4.7%	1.5%	3.4%	1.9%
Net Diff.	-49.6%	-14.7%	-60.5%	-59.2%	-47.4%	-62.3%	-63.5%	-55.7%	-43.5%	-35.7%	100.0%	-100%	-64.2%	-34.1%	-54.0%	-31.6%	-71.7%	-36.2%	-65.1%	-29.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
YES	23.4%	20.4%	21.1%	19.9%	16.9%	28.6%	18.7%	29.0%	26.8%	28.2%	13.8%	28.8%	20.1%	27.6%	13.9%	18.1%	13.0%	15.9%	29.6%	21.3%	29.7%
NO	73.0%	79.6%	78.3%	80.1%	82.2%	70.2%	81.3%	70.9%	73.2%	69.5%	86.2%	69.9%	79.9%	71.8%	86.1%	80.9%	87.0%	81.8%	67.1%	78.7%	66.2%
DK/REFUSED	3.5%	-	0.6%	-	0.9%	1.2%	*	0.1%	-	2.3%	*	1.3%	*	0.6%	-	1.0%	-	2.3%	3.4%	-	4.2%
Net Diff.	-49.6%	-59.2%	-57.1%	-60.1%	-65.2%	-41.6%	-62.6%	-41.9%	-46.5%	-41.3%	-72.4%	-41.1%	-59.8%	-44.2%	-72.1%	-62.8%	-74.0%	-65.9%	-37.5%	-57.4%	-36.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
YES	23.4%	11.6%	29.5%	16.3%	30.1%	14.4%	28.4%	16.7%	16.4%	21.8%	25.7%	24.3%	30.5%	18.6%	22.8%	20.7%	27.5%	27.9%	19.3%	38.5%	9.4%
NO	73.0%	84.3%	67.8%	81.0%	68.0%	85.6%	61.9%	83.3%	70.0%	72.1%	73.3%	69.8%	69.4%	75.0%	75.6%	74.6%	71.3%	58.1%	80.3%	29.9%	90.1%
DK/REFUSED	3.5%	4.1%	2.6%	2.7%	2.0%	-	9.7%	-	13.6%	6.1%	1.0%	5.9%	0.1%	6.4%	1.6%	4.7%	1.2%	14.1%	0.4%	31.6%	0.5%
Net Diff.	-49.6%	-72.6%	-38.3%	-64.8%	-37.9%	-71.3%	-33.6%	-66.7%	-53.6%	-50.3%	-47.7%	-45.5%	-38.8%	-56.4%	-52.9%	-53.9%	-43.9%	-30.2%	-61.0%	8.7%	-80.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
YES	23.4%	20.6%	26.4%	11.9%	22.1%	25.7%	27.2%	33.6%	22.4%	23.3%	29.5%	17.7%	23.1%	18.9%	27.8%	29.5%	18.4%	31.9%	9.6%
NO	73.0%	73.5%	67.7%	84.6%	71.0%	72.3%	69.6%	66.4%	75.7%	72.4%	68.0%	74.7%	75.3%	76.8%	69.8%	56.1%	81.2%	43.3%	89.9%
DK/REFUSED	3.5%	5.9%	5.9%	3.5%	6.9%	2.0%	3.3%	-	1.9%	4.3%	2.5%	7.6%	1.6%	4.3%	2.4%	14.4%	0.4%	24.8%	0.5%
Net Diff.	-49.6%	-53.0%	-41.3%	-72.7%	-48.9%	-46.5%	-42.4%	-32.9%	-53.3%	-49.1%	-38.6%	-57.0%	-52.2%	-57.8%	-41.9%	-26.6%	-62.8%	-11.3%	-80.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
YES	23.4%	23.8%	22.2%	16.6%	32.8%	-	100.0%	27.5%	18.3%	14.1%	26.8%	-	100.0%	20.7%	25.8%	18.4%	35.7%	-	100.0%
NO	73.0%	73.1%	72.3%	75.0%	67.2%	100.0%	-	70.1%	75.2%	74.8%	73.2%	100.0%	-	75.6%	69.4%	75.1%	64.3%	-	-
DK/REFUSED	3.5%	3.1%	5.6%	8.4%	-	-	-	2.4%	6.4%	11.1%	-	-	-	3.7%	4.8%	6.5%	-	-	-
Net Diff.	-49.6%	-49.3%	-50.1%	-58.4%	-34.4%	-100%	100.0%	-42.6%	-56.9%	-60.7%	-46.3%	-100%	100.0%	-55.0%	-43.7%	-56.7%	-28.5%	-	100.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
YES	23.4%	31.2%	52.2%	41.4%	4.7%	-	43.3%	16.5%	42.4%	2.1%	31.8%	-	41.7%	17.7%	40.3%	5.1%	33.9%	-
NO	73.0%	64.4%	40.2%	56.8%	89.9%	100.0%	50.4%	81.3%	53.7%	95.5%	63.8%	100.0%	51.2%	81.0%	55.6%	92.9%	61.9%	100.0%
DK/REFUSED	3.5%	4.4%	7.6%	1.8%	5.4%	-	6.3%	2.2%	4.0%	2.4%	4.4%	-	7.1%	1.2%	4.1%	1.9%	4.2%	-
Net Diff.	-49.6%	-33.2%	12.1%	-15.4%	-85.3%	-100%	-7.1%	-64.8%	-11.3%	-93.5%	-32.1%	-100%	-9.6%	-63.3%	-15.3%	-87.8%	-28.0%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
YES	23.4%	45.8%	15.6%	44.5%	-	29.9%	-	25.8%	21.4%	8.6%	27.4%	34.9%	50.4%	19.0%	18.1%	19.8%	24.3%	
NO	73.0%	49.2%	81.5%	51.6%	97.3%	65.6%	100.0%	71.0%	74.7%	90.4%	66.8%	61.1%	49.6%	77.4%	78.1%	72.1%	73.5%	
DK/REFUSED	3.5%	5.0%	2.8%	3.9%	2.7%	4.5%	-	3.2%	3.9%	1.0%	5.8%	4.0%	-	3.6%	3.8%	8.1%	2.2%	
Net Diff.	-49.6%	-3.4%	-65.9%	-7.1%	-97.3%	-35.7%	-100%	-45.2%	-53.3%	-81.7%	-39.4%	-26.2%	0.8%	-58.4%	-60.0%	-52.3%	-49.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

18. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
YES	23.4%	26.8%	20.6%	20.2%	27.5%	21.6%	40.2%	27.1%	30.2%	-	51.9%	26.2%	100.0%	21.7%	
NO	73.0%	68.9%	75.8%	76.5%	72.4%	74.5%	49.2%	67.7%	64.0%	100.0%	48.1%	67.1%	-	71.1%	
DK/REFUSED	3.5%	4.4%	3.6%	3.3%	0.1%	3.9%	10.7%	5.2%	5.8%	-	-	6.7%	-	7.1%	
Net Diff.	-49.6%	-42.1%	-55.2%	-56.3%	-44.9%	-52.9%	-9.0%	-40.6%	-33.7%	-100%	3.8%	-40.9%	100.0%	-49.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDE- CIDED		
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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
Total	300	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
YES	47.2%	46.1%	50.7%	41.1%	51.1%	45.7%	52.3%	49.8%	64.0%	62.3%	65.3%	18.0%	30.0%	28.3%	100.0%	53.5%
NO	45.0%	48.2%	39.7%	50.9%	36.9%	46.6%	39.5%	40.3%	35.7%	27.5%	24.6%	71.1%	65.5%	67.1%	-	32.3%
DK/REFUSED	7.8%	5.7%	9.6%	7.9%	11.9%	7.7%	8.2%	9.9%	0.2%	10.1%	10.1%	10.9%	4.5%	4.6%	-	14.2%
Net Diff.	2.1%	-2.1%	11.0%	-9.8%	14.2%	-1.0%	12.8%	9.4%	28.3%	34.8%	40.7%	-53.1%	-35.6%	-38.8%	100.0%	21.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
YES	47.2%	66.7%	26.6%	52.5%	44.0%	31.5%	49.3%	58.7%	46.6%	69.6%	100.0%	38.5%	48.4%
NO	45.0%	29.6%	73.4%	37.1%	46.8%	66.1%	36.0%	35.3%	44.0%	30.4%	-	58.4%	44.6%
DK/REFUSED	7.8%	3.7%	-	10.4%	9.2%	2.4%	14.6%	6.0%	9.4%	-	-	3.2%	7.0%
Net Diff.	2.1%	37.1%	-46.7%	15.4%	-2.8%	-34.6%	13.3%	23.5%	2.6%	39.2%	100.0%	-19.9%	3.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
YES	47.2%	49.7%	40.1%	67.7%	40.0%	17.9%	5.7%	69.3%	62.7%	62.6%	100.0%	30.1%	29.6%	97.6%	63.4%
NO	45.0%	41.3%	57.1%	24.2%	47.4%	76.5%	94.3%	18.9%	27.1%	27.1%	-	64.9%	65.4%	-	23.9%
DK/REFUSED	7.8%	9.0%	2.8%	8.1%	12.6%	5.7%	-	11.8%	10.2%	10.2%	-	5.0%	5.0%	2.4%	12.7%
Net Diff.	2.1%	8.4%	-17.1%	43.5%	-7.4%	-58.6%	-88.6%	50.3%	35.6%	35.5%	100.0%	-34.8%	-35.8%	97.6%	39.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
YES	47.2%	60.8%	61.6%	46.8%	28.8%	28.1%	46.0%	67.4%	68.3%	57.8%
NO	45.0%	28.7%	28.5%	32.3%	66.6%	67.1%	54.0%	22.7%	27.4%	27.5%
DK/REFUSED	7.8%	10.6%	10.0%	20.9%	4.6%	4.7%	-	9.9%	4.3%	14.6%
Net Diff.	2.1%	32.1%	33.1%	14.4%	-37.8%	-39.0%	-8.0%	44.8%	40.8%	30.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
YES	47.2%	38.7%	76.4%	34.7%	59.7%	53.7%	39.5%	53.4%	28.7%	41.7%	54.9%	61.7%	38.7%	46.9%	38.7%	65.3%	34.7%	37.4%	37.7%	41.7%	-
NO	45.0%	53.8%	18.7%	57.3%	31.7%	36.9%	56.7%	37.8%	64.8%	52.4%	32.9%	27.8%	38.2%	45.9%	38.2%	23.6%	62.0%	54.4%	56.6%	39.6%	23.7%
DK/REFUSED	7.8%	7.5%	4.9%	8.0%	8.6%	9.4%	3.8%	8.8%	6.5%	6.0%	12.2%	10.5%	23.0%	7.2%	23.0%	11.1%	3.4%	8.3%	5.6%	18.7%	76.3%
Net Diff.	2.1%	-15.2%	57.7%	-22.6%	28.0%	16.7%	-17.1%	15.6%	-36.1%	-10.7%	21.9%	33.8%	0.5%	1.1%	0.5%	41.7%	-27.3%	-17.0%	-18.9%	2.1%	-23.7%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
YES	47.2%	60.5%	18.9%	38.7%	70.9%	44.9%	36.4%	65.2%	28.9%	35.5%	66.0%	44.5%	49.4%	53.2%	47.1%	55.5%
NO	45.0%	28.7%	72.6%	47.6%	17.7%	55.0%	59.4%	24.8%	67.9%	58.1%	12.1%	51.6%	30.8%	-	48.5%	20.3%
DK/REFUSED	7.8%	10.8%	8.5%	13.7%	11.4%	0.0%	4.2%	10.0%	3.2%	6.4%	21.9%	3.9%	19.8%	46.8%	4.4%	24.2%
Net Diff.	2.1%	31.9%	-53.7%	-8.9%	53.1%	-10.1%	-23.0%	40.4%	-39.0%	-22.7%	53.9%	-7.1%	18.6%	53.2%	-1.4%	35.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
YES	47.2%	67.0%	67.7%	16.5%	7.3%	25.6%	41.6%	70.4%	62.3%	77.0%	100.0%	19.0%	31.4%	59.8%	15.3%	50.6%	82.7%	13.4%	41.2%	70.5%	
NO	45.0%	19.8%	32.1%	79.9%	88.3%	71.6%	48.4%	23.1%	29.6%	17.8%	-	73.8%	56.9%	33.6%	82.7%	41.0%	10.9%	85.2%	45.7%	24.0%	
DK/REFUSED	7.8%	13.2%	0.1%	3.6%	4.4%	2.8%	9.9%	6.5%	8.1%	5.2%	-	7.1%	11.7%	6.7%	2.0%	8.4%	6.4%	1.4%	13.1%	5.5%	
Net Diff.	2.1%	47.2%	35.6%	-63.4%	-80.9%	-46.0%	-6.8%	47.3%	32.7%	59.1%	100.0%	-54.8%	-25.6%	26.2%	-67.3%	9.7%	71.8%	-71.9%	-4.6%	46.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
YES	47.2%	35.1%	39.7%	70.0%	40.5%	53.7%	58.3%	62.6%	31.9%	22.1%	33.3%	52.1%	100.0%	-	100.0%	-	100.0%	-	100.0%	-
NO	45.0%	48.3%	60.1%	17.7%	59.5%	46.1%	19.9%	26.9%	63.9%	32.1%	61.8%	40.8%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
DK/REFUSED	7.8%	16.6%	0.1%	12.3%	-	0.2%	21.8%	10.5%	4.2%	45.8%	4.9%	7.1%	-	-	-	-	-	-	-	-
Net Diff.	2.1%	-13.3%	-20.4%	52.3%	-19.0%	7.7%	38.4%	35.7%	-31.9%	-9.9%	-28.5%	11.3%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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 COLLEGE	COLLGE GRAD./ POST	LESS THAN COLLEGE	COLLGE GRAD./ POST	
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
YES	47.2%	100.0%	-	100.0%	-	49.7%	40.1%	44.6%	36.8%	54.7%	42.1%	49.1%	36.2%	53.0%	52.9%	50.2%	55.6%	60.4%	37.7%	55.9%	35.3%
NO	45.0%	-	100.0%	-	100.0%	45.1%	57.3%	46.6%	61.1%	43.7%	54.9%	45.5%	60.5%	43.1%	46.8%	49.8%	44.3%	33.5%	53.6%	36.9%	51.9%
DK/REFUSED	7.8%	-	-	-	-	5.1%	2.6%	8.8%	2.2%	1.6%	2.9%	5.3%	3.3%	3.9%	0.2%	-	0.1%	6.1%	8.7%	7.2%	12.8%
Net Diff.	2.1%	100.0%	-100%	100.0%	-100%	4.6%	-17.2%	-2.1%	-24.3%	11.0%	-12.8%	3.6%	-24.2%	9.8%	6.1%	0.5%	11.3%	27.0%	-15.8%	19.0%	-16.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
YES	47.2%	64.1%	39.8%	60.6%	36.4%	59.5%	41.6%	57.8%	43.9%	68.9%	29.1%	58.1%	23.4%	82.6%	32.5%	70.1%	24.7%	62.3%	44.0%	67.8%	44.6%
NO	45.0%	30.7%	55.1%	32.9%	56.6%	36.3%	41.7%	42.0%	37.9%	23.3%	65.4%	31.2%	69.4%	13.3%	63.0%	23.3%	69.9%	23.2%	49.7%	-	55.4%
DK/REFUSED	7.8%	5.2%	5.1%	6.5%	7.0%	4.2%	16.7%	0.2%	18.2%	7.8%	5.5%	10.7%	7.3%	4.1%	4.5%	6.6%	5.4%	14.5%	6.3%	32.2%	-
Net Diff.	2.1%	33.4%	-15.2%	27.7%	-20.2%	23.2%	-0.1%	15.8%	6.1%	45.6%	-36.3%	27.0%	-46.0%	69.3%	-30.6%	46.8%	-45.2%	39.1%	-5.7%	67.8%	-10.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
YES	47.2%	68.3%	86.6%	91.2%	52.6%	27.4%	30.1%	16.3%	29.3%	62.0%	21.7%	74.8%	31.5%	69.5%	23.3%	61.6%	41.3%	53.9%	44.3%
NO	45.0%	22.9%	4.7%	8.8%	35.0%	65.6%	56.1%	79.5%	67.0%	28.4%	66.6%	17.2%	65.0%	22.8%	70.4%	23.6%	49.1%	20.8%	50.7%
DK/REFUSED	7.8%	8.8%	8.7%	0.1%	12.4%	6.9%	13.8%	4.2%	3.7%	9.6%	11.7%	7.9%	3.6%	7.7%	6.3%	14.8%	9.6%	25.3%	4.9%
Net Diff.	2.1%	45.3%	81.9%	82.4%	17.6%	-38.2%	-25.9%	-63.2%	-37.7%	33.6%	-45.0%	57.6%	-33.5%	46.7%	-47.2%	38.1%	-7.7%	33.1%	-6.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	Africn Amer. Black	His- panic/ Latino	Asian/ Amer.	Other		WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Amer.	Other	WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Amer.	Other
Total	300	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
YES	47.2%	46.3%	50.0%	49.2%	64.9%	37.9%	39.4%	45.4%	33.6%	29.3%	67.3%	37.9%	-	47.1%	65.5%	64.0%	63.8%	-	100.0%
NO	45.0%	46.6%	38.6%	39.4%	22.0%	61.8%	32.5%	44.2%	52.3%	52.2%	32.7%	61.8%	53.7%	48.6%	25.6%	29.8%	16.7%	-	-
DK/REFUSED	7.8%	7.1%	11.4%	11.4%	13.1%	0.2%	28.0%	10.3%	14.1%	18.5%	-	0.2%	46.3%	4.4%	8.8%	6.1%	19.5%	-	-
Net Diff.	2.1%	-0.3%	11.4%	9.7%	43.0%	-23.9%	6.9%	1.2%	-18.7%	-22.9%	34.6%	-23.9%	-53.7%	-1.5%	39.9%	34.2%	47.0%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
YES	47.2%	24.8%	28.4%	46.9%	58.4%	59.3%	26.9%	54.5%	37.1%	58.9%	43.1%	59.3%	28.1%	50.9%	35.7%	53.9%	40.6%	51.5%
NO	45.0%	66.2%	62.4%	51.6%	32.9%	28.1%	64.0%	38.1%	57.7%	30.2%	50.7%	28.1%	60.0%	38.5%	57.4%	29.1%	51.1%	28.6%
DK/REFUSED	7.8%	8.9%	9.1%	1.5%	8.7%	12.6%	9.0%	7.4%	5.2%	10.9%	6.2%	12.6%	11.9%	10.6%	6.8%	17.0%	8.2%	19.9%
Net Diff.	2.1%	-41.4%	-34.0%	-4.7%	25.6%	31.1%	-37.1%	16.4%	-20.6%	28.7%	-7.6%	31.1%	-32.0%	12.4%	-21.7%	24.8%	-10.5%	22.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
YES	47.2%	25.2%	57.1%	38.5%	62.3%	45.3%	65.0%	43.2%	50.5%	59.1%	37.7%	44.0%	37.6%	45.7%	47.4%	45.9%	49.2%	
NO	45.0%	69.9%	37.7%	58.0%	31.0%	50.4%	27.8%	45.7%	44.4%	33.8%	51.8%	50.1%	54.0%	46.0%	44.0%	42.3%	44.9%	
DK/REFUSED	7.8%	4.8%	5.2%	3.5%	6.6%	4.3%	7.2%	11.0%	5.1%	7.1%	10.5%	6.0%	8.3%	8.3%	8.6%	11.8%	6.0%	
Net Diff.	2.1%	-44.7%	19.3%	-19.4%	31.3%	-5.0%	37.2%	-2.5%	6.1%	25.4%	-14.2%	-6.1%	-16.4%	-0.4%	3.4%	3.6%	4.3%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

19. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
YES	47.2%	53.1%	36.7%	54.2%	25.7%	54.9%	35.8%	42.0%	35.3%	100.0%	70.1%	26.5%	100.0%	22.1%	
NO	45.0%	38.7%	53.8%	42.3%	57.6%	41.0%	52.5%	45.2%	50.4%	-	29.9%	73.4%	-	77.8%	
DK/REFUSED	7.8%	8.1%	9.5%	3.4%	16.7%	4.1%	11.7%	12.8%	14.3%	-	-	0.1%	-	0.1%	
Net Diff.	2.1%	14.4%	-17.1%	11.9%	-31.9%	13.9%	-16.6%	-3.1%	-15.1%	100.0%	40.1%	-46.8%	100.0%	-55.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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				FIRM UNDE- CIED		
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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
Total	300	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
YES	44.2%	39.9%	47.2%	58.5%	33.5%	42.1%	51.5%	46.2%	76.5%	44.7%	43.5%	61.7%	42.6%	41.3%	100.0%	52.4%
NO	40.2%	48.9%	35.5%	24.9%	38.7%	40.3%	39.8%	43.5%	22.6%	26.6%	26.6%	26.1%	54.8%	56.2%	-	39.9%
DK/REFUSED	15.6%	11.2%	17.2%	16.7%	27.8%	17.6%	8.7%	10.3%	1.0%	28.8%	29.9%	12.2%	2.5%	2.6%	-	7.7%
Net Diff.	4.1%	-9.0%	11.7%	33.6%	-5.1%	1.8%	11.7%	2.7%	53.9%	18.1%	16.9%	35.6%	-12.2%	-14.9%	100.0%	12.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
YES	44.2%	48.6%	54.1%	41.6%	42.4%	40.5%	50.4%	36.0%	48.0%	51.4%	100.0%	50.3%	43.0%
NO	40.2%	26.5%	41.5%	38.7%	44.0%	56.5%	28.3%	44.8%	34.9%	48.6%	-	43.9%	42.7%
DK/REFUSED	15.6%	24.9%	4.4%	19.7%	13.6%	3.0%	21.2%	19.1%	17.1%	-	-	5.8%	14.3%
Net Diff.	4.1%	22.1%	12.6%	2.9%	-1.7%	-15.9%	22.1%	-8.8%	13.1%	2.8%	100.0%	6.4%	0.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
YES	44.2%	46.9%	60.5%	40.0%	36.4%	24.0%	55.3%	32.2%	45.0%	45.0%	11.6%	42.6%	42.2%	97.6%	54.3%
NO	40.2%	30.2%	39.5%	40.6%	53.8%	76.0%	44.7%	31.1%	25.3%	25.2%	38.0%	55.0%	55.4%	2.4%	43.3%
DK/REFUSED	15.6%	22.9%	-	19.5%	9.8%	-	-	36.7%	29.8%	29.7%	50.4%	2.4%	2.4%	-	2.4%
Net Diff.	4.1%	16.6%	20.9%	-0.6%	-17.4%	-52.1%	10.5%	1.0%	19.7%	19.8%	-26.4%	-12.4%	-13.2%	95.2%	11.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
YES	44.2%	44.8%	44.5%	51.0%	40.7%	40.5%	43.8%	58.8%	50.6%	47.4%
NO	40.2%	24.5%	25.1%	13.6%	57.4%	57.5%	56.2%	36.3%	20.5%	49.9%
DK/REFUSED	15.6%	30.7%	30.4%	35.5%	1.9%	2.0%	-	4.9%	28.9%	2.7%
Net Diff.	4.1%	20.4%	19.4%	37.4%	-16.8%	-16.9%	-12.4%	22.6%	30.2%	-2.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
YES	44.2%	47.1%	36.2%	51.4%	36.9%	41.1%	47.9%	45.8%	38.3%	43.1%	43.7%	50.7%	36.1%	45.1%	36.1%	45.4%	28.8%	58.0%	59.1%	38.8%	100.0%
NO	40.2%	40.9%	35.9%	34.1%	42.4%	37.2%	43.3%	34.7%	55.0%	47.0%	26.3%	24.8%	27.6%	41.2%	27.6%	27.1%	69.0%	27.8%	26.8%	41.9%	-
DK/REFUSED	15.6%	12.0%	27.8%	14.5%	20.7%	21.7%	8.8%	19.5%	6.7%	9.8%	30.0%	24.4%	36.3%	13.7%	36.3%	27.6%	2.2%	14.3%	14.0%	19.4%	-
Net Diff.	4.1%	6.3%	0.3%	17.2%	-5.5%	3.9%	4.5%	11.0%	-16.8%	-3.9%	17.5%	25.9%	8.5%	4.0%	8.5%	18.3%	-40.2%	30.2%	32.3%	-3.1%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
YES	44.2%	50.3%	29.4%	57.2%	39.6%	28.4%	58.5%	47.2%	27.6%	56.2%	27.8%	32.4%	68.9%	0.8%	34.1%	42.8%
NO	40.2%	25.3%	65.1%	15.8%	29.2%	71.6%	36.7%	27.1%	71.0%	29.3%	27.1%	63.8%	18.1%	-	61.6%	33.0%
DK/REFUSED	15.6%	24.4%	5.5%	27.0%	31.2%	-	4.8%	25.7%	1.4%	14.5%	45.2%	3.8%	13.1%	99.2%	4.4%	24.2%
Net Diff.	4.1%	25.0%	-35.7%	41.4%	10.4%	-43.1%	21.8%	20.1%	-43.4%	26.9%	0.7%	-31.4%	50.8%	0.8%	-27.5%	9.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
YES	44.2%	39.6%	58.8%	38.8%	26.8%	50.7%	53.8%	44.2%	49.5%	39.9%	25.0%	29.0%	71.2%	45.3%	43.2%	38.5%	42.8%	36.4%	56.8%	45.4%
NO	40.2%	27.7%	33.3%	58.2%	73.2%	43.2%	41.7%	28.8%	27.2%	30.1%	63.9%	71.0%	19.2%	26.3%	52.4%	61.3%	31.7%	61.6%	37.1%	27.2%
DK/REFUSED	15.6%	32.7%	7.9%	3.1%	-	6.2%	4.6%	27.0%	23.4%	30.0%	11.1%	-	9.5%	28.4%	4.5%	0.2%	25.5%	2.0%	6.1%	27.4%
Net Diff.	4.1%	11.9%	25.6%	-19.4%	-46.4%	7.5%	12.1%	15.3%	22.3%	9.7%	-39.0%	-42.0%	52.0%	19.0%	-9.2%	-22.9%	11.1%	-25.2%	19.7%	18.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
YES	44.2%	52.5%	46.9%	37.1%	56.1%	36.0%	24.6%	45.9%	42.0%	65.5%	54.0%	42.5%	46.7%	44.3%	48.2%	47.7%	45.5%	41.4%	48.0%	44.2%
NO	40.2%	37.9%	53.1%	37.9%	43.9%	64.0%	41.1%	25.6%	55.7%	24.6%	32.1%	44.7%	34.2%	51.1%	28.1%	44.1%	38.6%	57.2%	30.4%	50.4%
DK/REFUSED	15.6%	9.6%	-	25.0%	-	-	34.3%	28.5%	2.3%	9.9%	13.9%	12.8%	19.2%	4.6%	23.7%	8.2%	15.9%	1.4%	21.6%	5.4%
Net Diff.	4.1%	14.6%	-6.2%	-0.8%	12.1%	-28.1%	-16.5%	20.3%	-13.7%	40.9%	22.0%	-2.2%	12.5%	-6.7%	20.2%	3.6%	6.9%	-15.9%	17.6%	-6.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
YES	44.2%	42.7%	45.1%	34.1%	42.2%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	46.8%	43.4%	50.2%	45.6%
NO	40.2%	47.9%	54.9%	58.2%	57.8%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	35.9%	44.4%	27.9%	37.5%
DK/REFUSED	15.6%	9.3%	-	7.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	17.3%	12.2%	21.9%	16.9%
Net Diff.	4.1%	-5.2%	-9.9%	-24.1%	-15.6%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	10.9%	-1.0%	22.3%	8.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
YES	44.2%	44.0%	41.5%	49.3%	43.1%	34.0%	46.3%	24.6%	38.9%	45.4%	44.4%	44.1%	51.5%	47.1%	40.2%	43.9%	47.6%	53.6%	33.4%	41.2%	32.1%
NO	40.2%	42.3%	50.5%	29.8%	46.6%	66.0%	32.6%	75.4%	36.8%	26.8%	53.2%	25.3%	46.5%	28.8%	57.1%	28.1%	50.3%	19.9%	63.0%	12.3%	67.9%
DK/REFUSED	15.6%	13.7%	8.0%	20.9%	10.3%	-	21.0%	-	24.3%	27.8%	2.4%	30.6%	2.0%	24.1%	2.7%	28.0%	2.1%	26.5%	3.6%	46.6%	-
Net Diff.	4.1%	1.7%	-9.0%	19.5%	-3.5%	-31.9%	13.7%	-50.8%	2.0%	18.6%	-8.8%	18.8%	5.1%	18.3%	-16.9%	15.8%	-2.7%	33.7%	-29.6%	28.9%	-35.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
YES	44.2%	41.7%	57.7%	37.0%	38.0%	45.6%	56.6%	51.2%	37.4%	41.2%	50.7%	42.1%	42.1%	41.4%	47.4%	42.8%	40.2%	32.7%	35.4%
NO	40.2%	29.4%	23.9%	32.8%	29.8%	49.3%	32.7%	48.4%	59.4%	25.7%	40.9%	33.2%	55.2%	29.2%	48.0%	30.1%	52.8%	30.7%	59.7%
DK/REFUSED	15.6%	29.0%	18.4%	30.1%	32.2%	5.1%	10.7%	0.5%	3.2%	33.1%	8.4%	24.7%	2.8%	29.3%	4.6%	27.1%	7.0%	36.6%	4.9%
Net Diff.	4.1%	12.3%	33.8%	4.2%	8.2%	-3.6%	23.9%	2.8%	-22.0%	15.6%	9.8%	8.9%	-13.1%	12.2%	-0.6%	12.7%	-12.5%	1.9%	-24.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
YES	44.2%	45.2%	40.4%	33.4%	22.1%	78.3%	100.0%	46.1%	49.8%	28.8%	67.3%	78.3%	100.0%	44.5%	31.5%	36.9%	-	-	100.0%
NO	40.2%	38.8%	45.3%	51.5%	52.2%	21.4%	-	31.5%	39.4%	52.8%	32.7%	21.4%	-	44.9%	50.8%	50.5%	61.8%	-	-
DK/REFUSED	15.6%	15.9%	14.4%	15.1%	25.6%	0.2%	-	22.4%	10.8%	18.5%	-	0.2%	-	10.6%	17.7%	12.6%	38.2%	-	-
Net Diff.	4.1%	6.4%	-4.9%	-18.0%	-30.1%	56.9%	100.0%	14.6%	10.3%	-24.0%	34.6%	56.9%	100.0%	-0.4%	-19.3%	-13.6%	-61.8%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
YES	44.2%	53.1%	49.3%	45.5%	39.8%	40.3%	50.9%	42.1%	48.2%	40.1%	45.8%	40.3%	55.3%	42.5%	49.9%	42.4%	46.2%	48.6%
NO	40.2%	37.6%	36.8%	38.6%	39.8%	45.6%	37.1%	41.4%	37.9%	43.1%	38.4%	45.6%	33.7%	32.7%	34.0%	31.6%	33.4%	31.7%
DK/REFUSED	15.6%	9.3%	13.9%	15.9%	20.4%	14.0%	12.0%	16.5%	14.0%	16.9%	15.8%	14.0%	11.0%	24.9%	16.1%	26.0%	20.3%	19.8%
Net Diff.	4.1%	15.5%	12.5%	6.9%	-0.0%	-5.3%	13.8%	0.6%	10.3%	-3.0%	7.4%	-5.3%	21.7%	9.8%	15.9%	10.7%	12.8%	16.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
YES	44.2%	44.4%	41.8%	46.3%	38.5%	45.4%	34.3%	46.8%	42.0%	43.9%	42.9%	45.8%	53.3%	44.7%	43.1%	47.8%	42.0%
NO	40.2%	42.2%	47.6%	41.9%	50.9%	42.9%	55.9%	33.0%	46.3%	45.5%	37.8%	36.9%	32.0%	43.6%	43.8%	40.8%	38.9%
DK/REFUSED	15.6%	13.4%	10.6%	11.7%	10.6%	11.7%	9.8%	20.2%	11.7%	10.5%	19.3%	17.3%	14.7%	11.8%	13.0%	11.4%	19.1%
Net Diff.	4.1%	2.2%	-5.8%	4.4%	-12.4%	2.5%	-21.7%	13.8%	-4.2%	-1.6%	5.2%	8.8%	21.3%	1.1%	-0.7%	7.0%	3.1%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

20. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
YES	44.2%	46.6%	46.6%	38.3%	44.1%	42.3%	61.0%	59.8%	60.9%	50.1%	43.7%	54.7%	100.0%	52.0%	
NO	40.2%	42.5%	35.4%	41.9%	47.4%	33.4%	30.8%	5.2%	-	49.9%	34.8%	39.0%	-	41.3%	
DK/REFUSED	15.6%	11.0%	18.0%	19.8%	8.5%	24.3%	8.1%	35.1%	39.1%	-	21.5%	6.3%	-	6.7%	
Net Diff.	4.1%	4.1%	11.1%	-3.7%	-3.2%	8.8%	30.2%	54.6%	60.9%	0.2%	8.9%	15.7%	100.0%	10.6%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN-STON SALEM	CLEM-MONS	LEWIS-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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
LESS THAN COLLEGE	42.2%	43.8%	34.2%	46.6%	49.7%	36.4%	62.0%	55.8%	90.8%	51.6%	50.1%	74.3%	36.9%	37.1%	30.1%	6.2%
Less than High School	0.4%	-	-	0.3%	3.2%	0.5%	-	-	-	0.7%	0.8%	-	0.1%	0.1%	-	-
High School Graduate	8.6%	9.6%	8.0%	6.5%	9.4%	5.4%	19.9%	18.7%	25.5%	10.4%	11.1%	-	7.8%	7.3%	30.1%	0.2%
Some College/Trade	21.4%	21.9%	18.7%	26.4%	19.0%	19.6%	27.6%	31.0%	11.5%	27.6%	25.3%	61.7%	17.6%	18.1%	-	0.2%
Associates/2-yr Degree	11.8%	12.2%	7.5%	13.5%	18.2%	10.9%	14.5%	6.1%	53.9%	12.9%	12.9%	12.6%	11.3%	11.6%	-	5.9%
COLLEGE/POST GRADUATE	56.4%	55.4%	63.4%	50.9%	50.2%	61.7%	38.0%	44.1%	9.0%	45.5%	46.8%	25.7%	63.1%	62.9%	69.9%	93.4%
Bachelors/4-yr Degree	25.7%	22.2%	29.8%	29.8%	23.6%	28.1%	17.3%	20.8%	0.7%	24.5%	25.1%	15.6%	25.6%	26.2%	-	35.3%
Post Graduate Degree	30.7%	33.3%	33.7%	21.1%	26.5%	33.6%	20.7%	23.4%	8.3%	21.0%	21.7%	10.1%	37.4%	36.7%	69.9%	58.1%
REFUSED	1.4%	0.8%	2.4%	2.5%	0.1%	1.8%	0.1%	*	0.2%	2.9%	3.1%	-	-	-	-	0.4%
Net Diff.	14.2%	11.7%	29.3%	4.3%	0.4%	25.3%	-24.0%	-11.7%	-81.8%	-6.1%	-3.3%	-48.7%	26.2%	25.8%	39.8%	87.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	38	32	76	154	47	16	68	169	7	1	44	109
LESS THAN COLLEGE	42.2%	31.5%	33.6%	44.1%	45.7%	34.1%	26.8%	42.6%	45.8%	52.6%	100.0%	38.3%	40.1%
Less than High School	0.4%	-	3.2%	0.2%	-	0.3%	6.4%	-	-	-	100.0%	2.4%	1.1%
High School Graduate	8.6%	-	6.4%	11.1%	10.0%	4.5%	-	10.6%	9.9%	-	-	4.7%	8.5%
Some College/Trade	21.4%	19.1%	6.4%	25.3%	23.2%	11.9%	13.2%	22.1%	24.5%	16.3%	-	10.0%	16.7%
Associates/2-yr Degree	11.8%	12.4%	17.6%	7.5%	12.5%	17.4%	7.1%	9.9%	11.4%	36.3%	-	21.2%	13.8%
COLLEGE/POST GRADUATE	56.4%	65.8%	66.4%	51.6%	54.2%	65.9%	67.0%	54.2%	53.6%	47.4%	-	61.7%	56.9%
Bachelors/4-yr Degree	25.7%	43.1%	33.4%	27.3%	18.9%	32.5%	51.9%	30.4%	19.3%	16.9%	-	38.5%	35.7%
Post Graduate Degree	30.7%	22.7%	32.9%	24.3%	35.4%	33.5%	15.1%	23.8%	34.2%	30.4%	-	23.1%	21.2%
REFUSED	1.4%	2.7%	-	4.3%	*	-	6.3%	3.3%	0.6%	-	-	-	3.0%
Net Diff.	14.2%	34.3%	32.7%	7.6%	8.5%	31.9%	40.2%	11.6%	7.8%	-5.3%	-100%	23.3%	16.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
LESS THAN COLLEGE	42.2%	40.9%	39.1%	51.4%	24.2%	32.2%	46.7%	80.5%	51.8%	51.9%	11.6%	34.0%	34.2%	9.0%	22.9%
Less than High School	0.4%	-	-	1.5%	-	-	0.6%	-	0.7%	0.7%	-	0.1%	0.1%	-	-
High School Graduate	8.6%	2.0%	8.8%	19.2%	6.6%	7.6%	14.4%	10.1%	10.5%	10.5%	-	7.4%	7.5%	2.4%	0.3%
Some College/Trade	21.4%	26.6%	23.2%	17.5%	11.3%	6.4%	20.9%	47.6%	27.7%	27.8%	-	15.7%	15.7%	6.6%	13.5%
Associates/2-yr Degree	11.8%	12.3%	7.0%	13.1%	6.2%	18.2%	10.9%	22.7%	12.9%	12.9%	11.6%	10.8%	10.9%	-	9.1%
COLLEGE/POST GRADUATE	56.4%	57.2%	60.9%	45.5%	75.8%	67.8%	53.3%	19.2%	45.2%	45.1%	88.4%	66.0%	65.8%	91.0%	76.7%
Bachelors/4-yr Degree	25.7%	32.1%	30.1%	18.6%	22.5%	12.7%	25.9%	19.2%	24.7%	24.6%	50.4%	26.8%	26.4%	91.0%	23.5%
Post Graduate Degree	30.7%	25.1%	30.8%	26.9%	53.3%	55.2%	27.4%	-	20.5%	20.5%	38.0%	39.1%	39.4%	-	53.2%
REFUSED	1.4%	1.9%	-	3.1%	0.1%	-	-	0.3%	3.0%	3.0%	-	-	-	-	0.4%
Net Diff.	14.2%	16.4%	21.8%	-5.8%	51.6%	35.7%	6.5%	-61.2%	-6.6%	-6.7%	76.8%	32.0%	31.6%	82.0%	53.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
LESS THAN COLLEGE	42.2%	51.5%	49.9%	79.1%	35.1%	36.4%	-	28.8%	30.4%	11.3%
Less than High School	0.4%	-	-	-	0.1%	0.1%	-	3.9%	-	-
High School Graduate	8.6%	10.1%	9.6%	17.3%	8.8%	9.2%	-	0.1%	-	0.3%
Some College/Trade	21.4%	28.9%	27.8%	48.0%	15.4%	16.0%	-	12.1%	19.1%	0.5%
Associates/2-yr Degree	11.8%	12.5%	12.4%	13.9%	10.8%	11.2%	-	12.7%	11.3%	10.5%
COLLEGE/POST GRADUATE	56.4%	45.5%	46.9%	20.9%	64.9%	63.6%	100.0%	71.0%	66.5%	88.3%
Bachelors/4-yr Degree	25.7%	25.4%	26.9%	-	25.9%	25.1%	45.8%	25.7%	46.3%	27.1%
Post Graduate Degree	30.7%	20.0%	20.0%	20.9%	39.0%	38.4%	54.2%	45.3%	20.2%	61.2%
REFUSED	1.4%	3.1%	3.2%	-	-	-	-	0.2%	3.1%	0.5%
Net Diff.	14.2%	-6.0%	-3.0%	-58.2%	29.8%	27.1%	100.0%	42.1%	36.1%	77.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 5

	REGISTERED PARTY																REGISTERED PARTY		Other	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			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
LESS THAN COLLEGE	42.2%	39.0%	53.7%	39.5%	41.8%	45.4%	38.7%	46.2%	22.4%	38.3%	44.9%	49.4%	37.4%	41.2%	37.4%	53.3%	40.5%	30.4%	34.3%	0.3%	-
Less than High School	0.4%	0.5%	-	0.9%	0.1%	0.7%	-	0.1%	2.1%	0.6%	-	-	-	0.4%	-	0.9%	-	0.1%	0.1%	-	-
High School Graduate	8.6%	6.0%	15.3%	6.8%	10.3%	8.7%	7.8%	8.6%	4.8%	7.5%	10.8%	10.2%	7.7%	8.2%	7.7%	8.0%	11.2%	6.9%	7.7%	0.3%	-
Some College/Trade	21.4%	18.8%	31.2%	23.2%	20.3%	24.0%	20.7%	26.0%	6.7%	18.7%	22.6%	27.9%	14.8%	21.1%	14.8%	27.4%	18.8%	16.7%	18.8%	-	-
Associates/2-yr Degree	11.8%	13.7%	7.2%	8.6%	11.1%	12.0%	10.3%	11.5%	8.8%	11.6%	11.5%	11.3%	14.9%	11.5%	14.9%	16.9%	10.5%	6.7%	7.6%	-	-
COLLEGE/POST GRADUATE	56.4%	59.0%	46.3%	57.7%	57.4%	51.8%	61.3%	51.8%	77.6%	61.1%	51.3%	49.2%	50.1%	58.0%	50.1%	43.9%	59.5%	68.5%	64.4%	99.7%	100.0%
Bachelors/4-yr Degree	25.7%	26.8%	24.1%	24.0%	27.3%	25.4%	27.1%	24.6%	36.1%	26.2%	26.6%	30.5%	6.9%	27.3%	6.9%	22.2%	24.2%	31.2%	32.0%	30.6%	-
Post Graduate Degree	30.7%	32.2%	22.2%	33.7%	30.0%	26.3%	34.2%	27.2%	41.5%	34.9%	24.6%	18.6%	43.2%	30.6%	43.2%	21.6%	35.3%	37.2%	32.4%	69.1%	100.0%
REFUSED	1.4%	1.9%	-	2.8%	0.9%	2.9%	-	2.0%	-	0.6%	3.8%	1.4%	12.5%	0.8%	12.5%	2.9%	-	1.1%	1.3%	-	-
Net Diff.	14.2%	20.0%	-7.4%	18.2%	15.6%	6.4%	22.5%	5.6%	55.2%	22.8%	6.4%	-0.2%	12.7%	16.7%	12.7%	-9.4%	19.0%	38.1%	30.1%	99.3%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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		
		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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
LESS THAN COLLEGE	42.2%	52.5%	38.0%	25.7%	54.2%	42.1%	33.9%	55.1%	37.6%	31.1%	36.1%	47.8%	25.9%	0.8%	47.6%	16.4%
Less than High School	0.4%	1.7%	-	-	-	-	0.2%	1.0%	-	0.2%	-	-	-	-	-	-
High School Graduate	8.6%	5.6%	3.1%	3.6%	10.9%	16.5%	9.3%	6.1%	13.0%	6.3%	27.1%	7.8%	10.5%	-	9.0%	-
Some College/Trade	21.4%	25.5%	25.6%	19.5%	29.6%	14.4%	14.5%	30.2%	14.3%	16.9%	0.2%	28.9%	15.4%	0.8%	25.8%	16.4%
Associates/2-yr Degree	11.8%	19.7%	9.4%	2.5%	13.7%	11.2%	9.8%	17.7%	10.4%	7.8%	8.9%	11.1%	-	-	12.8%	-
COLLEGE/POST GRADUATE	56.4%	44.0%	62.0%	74.2%	43.6%	57.9%	64.2%	42.9%	62.4%	67.6%	53.0%	52.2%	73.8%	99.2%	52.4%	83.1%
Bachelors/4-yr Degree	25.7%	24.8%	22.6%	33.2%	19.2%	25.3%	29.8%	21.3%	22.3%	32.2%	31.1%	29.2%	25.3%	52.5%	25.9%	24.2%
Post Graduate Degree	30.7%	19.2%	39.4%	41.0%	24.4%	32.6%	34.4%	21.6%	40.1%	35.4%	21.9%	23.0%	48.6%	46.8%	26.5%	58.9%
REFUSED	1.4%	3.4%	-	0.1%	2.2%	-	2.0%	2.0%	-	1.3%	10.9%	-	0.2%	-	-	0.4%
Net Diff.	14.2%	-8.5%	23.9%	48.5%	-10.5%	15.8%	30.3%	-12.1%	24.7%	36.5%	16.9%	4.3%	47.9%	98.4%	4.9%	66.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
LESS THAN COLLEGE	42.2%	58.2%	48.6%	33.2%	31.2%	35.3%	28.1%	54.4%	48.4%	59.3%	99.7%	32.4%	28.4%	48.8%	33.6%	27.7%	61.0%	31.8%	25.3%	58.0%
Less than High School	0.4%	-	2.5%	0.1%	0.3%	-	-	0.8%	-	1.5%	-	-	-	1.5%	0.2%	-	-	0.2%	-	0.9%
High School Graduate	8.6%	11.8%	5.8%	7.7%	5.6%	9.8%	5.9%	11.7%	4.9%	17.3%	58.5%	-	3.3%	7.0%	11.2%	8.2%	17.2%	9.0%	5.5%	9.0%
Some College/Trade	21.4%	25.0%	29.5%	13.2%	16.5%	9.9%	11.9%	30.1%	37.2%	24.3%	41.3%	20.1%	15.8%	28.9%	10.1%	8.6%	31.4%	12.7%	8.2%	34.2%
Associates/2-yr Degree	11.8%	21.4%	10.9%	12.2%	8.7%	15.6%	10.2%	11.8%	6.3%	16.3%	-	12.4%	9.4%	11.4%	12.1%	10.9%	12.4%	9.9%	11.5%	13.9%
COLLEGE/POST GRADUATE	56.4%	40.0%	51.4%	66.7%	68.8%	64.7%	71.9%	43.8%	51.6%	37.5%	0.3%	67.5%	71.5%	49.6%	66.4%	72.3%	37.0%	68.2%	74.7%	41.0%
Bachelors/4-yr Degree	25.7%	22.0%	28.1%	27.4%	28.7%	26.1%	22.7%	26.9%	29.9%	24.5%	-	24.9%	24.6%	29.6%	28.5%	21.1%	23.8%	30.6%	17.2%	25.3%
Post Graduate Degree	30.7%	18.1%	23.2%	39.3%	40.1%	38.6%	49.2%	16.9%	21.7%	13.0%	0.3%	42.6%	47.0%	20.0%	37.9%	51.2%	13.3%	37.6%	57.4%	15.7%
REFUSED	1.4%	1.7%	-	0%	-	0%	0%	1.8%	-	3.2%	-	0.1%	0.1%	1.6%	-	-	2.0%	0%	0%	1.0%
Net Diff.	14.2%	-18.2%	2.7%	33.5%	37.6%	29.4%	43.9%	-10.6%	3.2%	-21.8%	-99.5%	35.1%	43.1%	0.8%	32.8%	44.5%	-24.0%	36.4%	49.4%	-17.1%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
LESS THAN COLLEGE	42.2%	41.8%	38.9%	33.7%	40.1%	45.7%	21.0%	50.5%	34.2%	20.6%	28.7%	47.3%	54.1%	31.4%	52.9%	33.0%	54.9%	29.9%	56.0%	30.2%
Less than High School	0.4%	-	-	-	-	-	-	0.7%	-	4.1%	0.2%	0.5%	0.7%	0.1%	1.8%	-	-	0.2%	0.9%	0.1%
High School Graduate	8.6%	-	7.4%	27.7%	-	10.0%	10.0%	9.5%	7.8%	7.7%	4.2%	10.5%	12.1%	5.7%	6.1%	3.8%	16.5%	7.4%	11.5%	4.5%
Some College/Trade	21.4%	16.0%	24.8%	6.1%	13.4%	26.7%	11.0%	27.2%	15.9%	2.3%	13.8%	24.9%	28.4%	15.6%	32.4%	18.4%	25.5%	13.1%	30.4%	14.8%
Associates/2-yr Degree	11.8%	25.8%	6.7%	-	26.7%	9.0%	-	13.1%	10.5%	6.6%	10.5%	11.4%	12.8%	10.0%	12.7%	10.8%	12.9%	9.3%	13.2%	10.8%
COLLEGE/POST GRADUATE	56.4%	58.2%	61.1%	60.1%	59.9%	54.3%	78.7%	46.6%	65.8%	79.4%	71.2%	51.8%	45.1%	67.1%	47.1%	65.2%	43.7%	68.7%	44.0%	67.9%
Bachelors/4-yr Degree	25.7%	8.4%	42.1%	36.4%	-	36.4%	47.0%	23.7%	27.7%	27.3%	34.4%	24.0%	25.6%	28.6%	28.9%	29.4%	23.2%	27.9%	23.6%	28.5%
Post Graduate Degree	30.7%	49.7%	19.1%	23.8%	59.9%	17.9%	31.7%	22.9%	38.1%	52.1%	36.8%	27.7%	19.5%	38.5%	18.1%	35.9%	20.5%	40.8%	20.3%	39.4%
REFUSED	1.4%	-	-	6.2%	-	-	0.3%	2.8%	-	-	0.1%	1.0%	0.8%	1.6%	-	1.8%	1.4%	1.4%	-	1.8%
Net Diff.	14.2%	16.3%	22.3%	26.4%	19.7%	8.6%	57.7%	-3.9%	31.7%	58.7%	42.5%	4.5%	-9.0%	35.7%	-5.9%	32.3%	-11.3%	38.7%	-12.1%	37.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	YES	NO	LESS THAN COLLEGE	COLLGE GRAD./ POST	LESS THAN COLLEGE	COLLGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
LESS THAN COLLEGE	42.2%	47.8%	37.8%	44.7%	40.5%	44.6%	37.7%	43.9%	34.6%	45.3%	39.6%	46.7%	32.9%	33.9%	58.5%	28.0%	55.7%	100.0%	-	100.0%	-	
Less than High School	0.4%	-	-	-	-	0.8%	0.1%	1.6%	-	-	0.2%	0.9%	0.1%	-	-	-	-	0.9%	-	1.8%	-	
High School Graduate	8.6%	15.1%	12.2%	6.2%	8.8%	7.9%	11.0%	5.5%	3.1%	10.2%	15.8%	7.3%	9.6%	11.4%	17.1%	9.5%	6.6%	20.5%	-	10.7%	-	
Some College/Trade	21.4%	21.0%	20.1%	26.0%	23.7%	20.5%	18.4%	19.8%	24.0%	21.2%	15.1%	22.9%	14.0%	8.0%	36.7%	0.2%	42.9%	50.7%	-	58.2%	-	
Associates/2-yr Degree	11.8%	11.7%	5.4%	12.5%	8.1%	15.4%	8.1%	16.9%	7.6%	13.9%	8.5%	15.6%	9.1%	14.5%	4.7%	18.3%	6.2%	27.9%	-	29.3%	-	
COLLEGE/POST GRADUATE	56.4%	47.9%	62.2%	55.3%	59.5%	55.4%	62.3%	56.1%	65.4%	54.7%	60.4%	53.3%	67.1%	66.1%	41.5%	72.0%	44.3%	-	100.0%	-	100.0%	
Bachelors/4-yr Degree	25.7%	35.1%	28.7%	42.4%	16.8%	26.0%	25.9%	26.9%	26.2%	25.2%	25.7%	23.4%	27.0%	39.6%	22.3%	42.0%	18.8%	-	45.5%	-	46.4%	
Post Graduate Degree	30.7%	12.8%	33.6%	12.9%	42.7%	29.4%	36.4%	29.2%	39.2%	29.5%	34.8%	29.9%	40.1%	26.5%	19.2%	30.0%	25.5%	-	54.5%	-	53.6%	
REFUSED	1.4%	4.4%	-	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Net Diff.	14.2%	0.1%	24.5%	10.6%	18.9%	10.7%	24.6%	12.2%	30.8%	9.4%	20.9%	6.6%	34.3%	32.3%	-17.0%	44.0%	-11.4%	-100%	100.0%	-100%	100.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
LESS THAN COLLEGE	42.2%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	49.2%	35.1%	46.6%	32.4%	52.6%	36.6%	51.6%	33.0%	36.0%	44.2%	24.0%	44.8%
Less than High School	0.4%	0.2%	-	1.1%	-	-	-	-	-	0.8%	0.1%	1.4%	-	-	0.1%	0.9%	0.1%	-	-	-	-
High School Graduate	8.6%	28.4%	-	18.4%	-	30.8%	-	17.3%	-	9.7%	8.4%	5.1%	3.9%	15.5%	11.1%	7.6%	8.8%	21.2%	7.2%	0.3%	9.1%
Some College/Trade	21.4%	44.8%	-	51.0%	-	49.4%	-	58.2%	-	26.6%	15.8%	23.4%	21.0%	30.7%	12.7%	29.7%	13.1%	9.6%	27.0%	12.2%	26.7%
Associates/2-yr Degree	11.8%	26.7%	-	29.5%	-	19.8%	-	24.5%	-	12.1%	10.8%	16.6%	7.5%	6.4%	12.7%	13.4%	11.0%	5.1%	10.0%	11.5%	8.9%
COLLEGE/POST GRADUATE	56.4%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	49.0%	64.9%	51.9%	67.6%	45.3%	63.4%	47.4%	67.0%	58.2%	55.8%	75.7%	55.2%
Bachelors/4-yr Degree	25.7%	-	44.8%	-	45.0%	-	49.6%	-	44.4%	26.3%	26.5%	28.3%	27.6%	23.7%	25.9%	25.0%	26.7%	33.4%	26.6%	44.1%	22.7%
Post Graduate Degree	30.7%	-	55.2%	-	55.0%	-	50.4%	-	55.6%	22.7%	38.4%	23.6%	40.0%	21.6%	37.5%	22.4%	40.3%	24.8%	29.2%	31.6%	32.5%
REFUSED	1.4%	-	-	-	-	-	-	-	-	1.7%	*	1.5%	*	2.1%	-	1.0%	*	5.9%	-	0.3%	-
Net Diff.	14.2%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-0.2%	29.8%	5.4%	35.2%	-7.3%	26.7%	-4.3%	34.0%	22.2%	11.5%	51.6%	10.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23	
LESS THAN COLLEGE	42.2%	50.9%	50.3%	55.3%	49.3%	33.9%	31.0%	29.6%	37.0%	48.0%	32.4%	54.0%	35.0%	52.6%	33.4%	42.0%	37.1%	39.6%	34.3%	
Less than High School	0.4%	0.8%	-	3.6%	-	0.1%	-	-	0.1%	1.6%	-	-	0.1%	1.0%	0.1%	-	-	-	-	
High School Graduate	8.6%	11.4%	4.9%	18.2%	10.9%	6.6%	-	3.9%	11.4%	9.4%	-	13.6%	11.3%	9.9%	7.1%	19.7%	5.0%	10.9%	-	
Some College/Trade	21.4%	26.4%	30.6%	26.3%	25.0%	16.1%	20.4%	12.3%	14.6%	24.6%	21.1%	28.3%	12.5%	28.2%	14.6%	16.9%	22.3%	19.6%	24.4%	
Associates/2-yr Degree	11.8%	12.3%	14.8%	7.2%	13.5%	11.2%	10.6%	13.3%	10.8%	12.4%	11.3%	12.1%	11.1%	13.6%	11.6%	5.3%	9.8%	9.1%	9.9%	
COLLEGE/POST GRADUATE	56.4%	45.7%	49.6%	44.7%	44.8%	66.1%	68.9%	70.4%	63.0%	48.7%	67.6%	42.5%	65.0%	44.5%	66.6%	52.0%	62.9%	60.2%	65.7%	
Bachelors/4-yr Degree	25.7%	22.4%	45.0%	23.3%	14.3%	28.8%	39.2%	25.1%	23.7%	22.3%	32.4%	22.6%	26.2%	21.6%	28.5%	26.6%	30.8%	35.4%	24.8%	
Post Graduate Degree	30.7%	23.3%	4.6%	21.4%	30.4%	37.3%	29.8%	45.3%	39.3%	26.4%	35.2%	20.0%	38.8%	22.9%	38.2%	25.4%	32.1%	24.8%	40.9%	
REFUSED	1.4%	3.4%	0.1%	-	5.9%	0%	0%	-	-	3.3%	0%	3.5%	-	2.9%	0%	6.0%	-	0.2%	-	
Net Diff.	14.2%	-5.3%	-0.8%	-10.6%	-4.6%	32.2%	37.9%	40.8%	26.0%	0.7%	35.2%	-11.4%	30.0%	-8.1%	33.3%	10.0%	25.8%	20.6%	31.4%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
LESS THAN COLLEGE	42.2%	42.8%	40.2%	38.0%	30.3%	73.5%	28.0%	37.8%	54.6%	58.8%	-	73.5%	46.3%	47.0%	26.5%	22.5%	45.1%	-	-
Less than High School	0.4%	0.5%	-	-	-	-	-	0.9%	-	-	-	-	-	0.1%	-	-	-	-	-
High School Graduate	8.6%	7.9%	12.4%	6.6%	18.1%	43.6%	-	2.0%	14.5%	7.4%	-	43.6%	-	12.8%	10.4%	6.0%	27.0%	-	-
Some College/Trade	21.4%	21.8%	19.9%	22.1%	12.1%	14.1%	28.0%	22.8%	28.1%	37.0%	-	14.1%	46.3%	21.0%	12.1%	11.0%	18.1%	-	-
Associates/2-yr Degree	11.8%	12.6%	7.9%	9.3%	-	15.8%	-	12.0%	12.0%	14.3%	-	15.8%	-	13.1%	4.1%	5.6%	-	-	-
COLLEGE/POST GRADUATE	56.4%	55.9%	57.6%	61.9%	56.9%	26.5%	72.0%	60.3%	45.4%	41.2%	100.0%	26.5%	53.7%	52.2%	69.1%	77.4%	35.7%	-	100.0%
Bachelors/4-yr Degree	25.7%	25.1%	28.6%	27.5%	44.1%	26.3%	-	27.9%	21.6%	6.9%	100.0%	26.3%	-	22.9%	35.2%	42.9%	16.7%	-	-
Post Graduate Degree	30.7%	30.8%	29.0%	34.4%	12.8%	0.2%	72.0%	32.5%	23.8%	34.3%	-	0.2%	53.7%	29.4%	33.9%	34.5%	19.0%	-	100.0%
REFUSED	1.4%	1.3%	2.2%	0.1%	12.9%	-	-	1.9%	-	-	-	-	-	0.8%	4.4%	0.1%	19.2%	-	-
Net Diff.	14.2%	13.1%	17.5%	23.9%	26.6%	-47.0%	44.0%	22.6%	-9.1%	-17.5%	100.0%	-47.0%	7.5%	5.2%	42.6%	54.8%	-9.3%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
LESS THAN COLLEGE	42.2%	64.8%	19.1%	30.8%	48.7%	53.2%	38.4%	43.7%	34.5%	51.2%	38.5%	53.2%	33.5%	44.6%	31.4%	54.5%	38.2%	49.5%
Less than High School	0.4%	0.4%	-	-	1.7%	-	0.2%	0.5%	0.1%	0.7%	0.5%	-	-	1.1%	-	1.8%	1.0%	-
High School Graduate	8.6%	18.8%	-	6.2%	5.0%	14.9%	7.9%	8.9%	7.0%	10.5%	6.5%	14.9%	3.0%	5.0%	3.4%	5.8%	3.6%	6.8%
Some College/Trade	21.4%	22.1%	16.3%	16.4%	31.5%	21.5%	18.8%	22.4%	17.6%	25.9%	21.5%	21.5%	20.2%	25.6%	20.8%	28.0%	24.0%	23.0%
Associates/2-yr Degree	11.8%	23.6%	2.7%	8.2%	10.5%	16.8%	11.5%	11.9%	9.8%	14.0%	10.0%	16.8%	10.3%	12.9%	7.1%	18.9%	9.6%	19.7%
COLLEGE/POST GRADUATE	56.4%	35.1%	80.9%	67.7%	47.9%	46.8%	61.5%	54.8%	64.7%	47.3%	60.0%	46.8%	66.5%	53.0%	68.6%	41.8%	59.8%	50.5%
Bachelors/4-yr Degree	25.7%	16.7%	28.0%	33.6%	19.2%	25.3%	23.2%	26.6%	28.5%	22.6%	25.9%	25.3%	29.7%	25.1%	30.5%	21.2%	25.4%	30.9%
Post Graduate Degree	30.7%	18.3%	53.0%	34.1%	28.7%	21.5%	38.3%	28.1%	36.2%	24.7%	34.1%	21.5%	36.7%	27.9%	38.0%	20.6%	34.4%	19.6%
REFUSED	1.4%	0.1%	-	1.5%	3.4%	-	0.2%	1.5%	0.8%	1.5%	1.5%	-	-	2.3%	0.2%	3.7%	2.0%	-
Net Diff.	14.2%	-29.7%	61.9%	36.9%	-0.8%	-6.3%	23.1%	11.1%	30.2%	-3.9%	21.5%	-6.3%	32.9%	8.4%	37.2%	-12.7%	21.5%	1.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
LESS THAN COLLEGE	42.2%	45.6%	43.0%	37.8%	48.9%	38.8%	55.9%	40.9%	43.3%	51.6%	37.6%	36.8%	53.1%	54.6%	40.2%	45.9%	36.2%	
Less than High School	0.4%	0.4%	-	0.2%	-	0.1%	-	0.8%	0.1%	1.0%	-	0.1%	0.7%	-	-	2.0%	-	
High School Graduate	8.6%	15.1%	11.7%	10.9%	13.8%	9.1%	20.8%	4.4%	12.3%	13.5%	8.8%	3.4%	28.4%	10.0%	2.5%	8.6%	7.5%	
Some College/Trade	21.4%	16.6%	20.2%	14.2%	24.5%	19.2%	20.3%	23.8%	19.4%	21.2%	17.8%	25.2%	15.9%	29.4%	25.5%	20.5%	18.9%	
Associates/2-yr Degree	11.8%	13.4%	11.2%	12.6%	10.7%	10.4%	14.7%	12.0%	11.5%	15.9%	10.9%	8.2%	8.2%	15.2%	12.2%	14.9%	9.8%	
COLLEGE/POST GRADUATE	56.4%	54.3%	56.0%	60.6%	51.1%	60.2%	44.1%	57.5%	55.4%	48.4%	59.1%	62.0%	40.3%	45.4%	59.7%	52.0%	62.4%	
Bachelors/4-yr Degree	25.7%	13.7%	27.7%	26.4%	23.6%	26.4%	21.3%	26.7%	24.8%	22.8%	23.4%	30.9%	28.9%	22.3%	33.1%	16.0%	27.9%	
Post Graduate Degree	30.7%	40.7%	28.3%	34.2%	27.5%	33.8%	22.9%	30.9%	30.6%	25.6%	35.7%	31.1%	11.4%	23.1%	26.6%	36.0%	34.5%	
REFUSED	1.4%	0.1%	0.9%	1.6%	-	1.0%	-	1.5%	1.4%	-	3.3%	1.1%	6.6%	0.1%	0.1%	2.1%	1.4%	
Net Diff.	14.2%	8.7%	13.0%	22.8%	2.1%	21.4%	-11.7%	16.6%	12.1%	-3.3%	21.5%	25.2%	-12.8%	-9.2%	19.6%	6.1%	26.3%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

21. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
LESS THAN COLLEGE	42.2%	45.9%	46.4%	42.8%	34.6%	20.9%	32.3%	36.3%	34.8%	49.9%	14.7%	26.4%	-	28.0%	
Less than High School	0.4%	1.1%	-	-	-	-	0.3%	-	-	-	-	-	-	-	
High School Graduate	8.6%	14.4%	5.0%	6.8%	4.0%	3.9%	12.2%	-	-	-	-	4.5%	-	4.7%	
Some College/Trade	21.4%	18.6%	27.8%	23.8%	22.1%	8.8%	14.3%	36.3%	34.8%	49.9%	14.7%	5.1%	-	5.4%	
Associates/2-yr Degree	11.8%	11.8%	13.6%	12.2%	8.5%	8.2%	5.5%	-	-	-	-	16.8%	-	17.8%	
COLLEGE/POST GRADUATE	56.4%	53.0%	53.5%	54.0%	61.4%	79.1%	67.6%	58.4%	59.4%	50.1%	85.3%	73.6%	100.0%	72.0%	
Bachelors/4-yr Degree	25.7%	26.3%	22.7%	24.4%	17.4%	42.2%	33.9%	27.8%	31.1%	-	21.5%	32.0%	100.0%	27.9%	
Post Graduate Degree	30.7%	26.7%	30.8%	29.6%	44.0%	36.9%	33.7%	30.6%	28.4%	50.1%	63.9%	41.6%	-	44.1%	
REFUSED	1.4%	1.1%	*	3.3%	4.1%	-	0.1%	5.2%	5.8%	-	-	-	-	-	
Net Diff.	14.2%	7.1%	7.1%	11.2%	26.8%	58.2%	35.3%	22.1%	24.6%	0.2%	70.7%	47.3%	100.0%	44.1%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
PRO-LIFE	43.7%	45.4%	46.4%	37.8%	38.3%	45.6%	37.3%	33.0%	57.4%	74.5%	77.5%	29.6%	10.4%	9.1%	63.5%	45.3%
Strongly	34.7%	38.9%	30.3%	30.6%	34.3%	35.9%	30.3%	24.5%	57.4%	58.8%	61.8%	13.4%	8.1%	7.6%	30.1%	39.6%
Somewhat	9.0%	6.5%	16.1%	7.2%	4.0%	9.6%	7.0%	8.5%	-	15.7%	15.7%	16.2%	2.3%	1.5%	33.4%	5.7%
PRO-CHOICE	52.3%	52.8%	48.4%	58.3%	50.9%	50.3%	59.1%	62.6%	42.6%	20.0%	18.3%	44.0%	86.7%	87.9%	36.5%	54.4%
Somewhat	13.6%	17.6%	9.5%	12.0%	10.1%	12.0%	19.2%	23.3%	-	9.8%	8.2%	33.9%	16.2%	16.6%	-	24.9%
Strongly	38.6%	35.2%	38.9%	46.3%	40.8%	38.3%	39.9%	39.3%	42.6%	10.2%	10.2%	10.1%	70.5%	71.3%	36.5%	29.5%
DK/REFUSED	4.0%	1.7%	5.2%	3.9%	10.7%	4.2%	3.6%	4.4%	-	5.5%	4.1%	26.4%	2.9%	3.0%	-	0.3%
Net Diff.	-8.6%	-7.4%	-2.0%	-20.6%	-12.6%	-4.7%	-21.8%	-29.6%	14.9%	54.5%	59.2%	-14.4%	-76.4%	-78.8%	27.1%	-9.1%
Mean	2.41	2.50	2.40	2.23	2.36	2.45	2.29	2.19	2.72	3.30	3.35	2.45	1.46	1.44	2.57	2.56

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
PRO-LIFE	43.7%	68.0%	9.7%	54.7%	39.4%	15.3%	62.5%	51.5%	46.6%	39.2%	100.0%	26.2%	43.2%
Strongly	34.7%	58.8%	6.6%	46.4%	28.8%	15.3%	49.0%	43.8%	34.9%	39.2%	100.0%	21.2%	36.4%
Somewhat	9.0%	9.2%	3.1%	8.3%	10.6%	-	13.5%	7.7%	11.7%	-	-	5.0%	6.9%
PRO-CHOICE	52.3%	29.4%	87.5%	41.1%	56.0%	82.8%	31.4%	44.9%	48.8%	60.8%	-	71.7%	54.0%
Somewhat	13.6%	12.8%	9.6%	17.7%	12.7%	9.1%	23.9%	12.4%	14.4%	15.0%	-	16.0%	13.3%
Strongly	38.6%	16.6%	77.9%	23.4%	43.4%	73.7%	7.4%	32.5%	34.4%	45.8%	-	55.7%	40.7%
DK/REFUSED	4.0%	2.6%	2.8%	4.2%	4.6%	2.0%	6.1%	3.5%	4.6%	-	-	2.1%	2.8%
Net Diff.	-8.6%	38.5%	-77.8%	13.6%	-16.6%	-67.5%	31.1%	6.6%	-2.2%	-21.6%	100.0%	-45.5%	-10.8%
Mean	2.41	3.13	1.37	2.81	2.26	1.56	3.11	2.65	2.49	2.33	4.00	1.92	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
PRO-LIFE	43.7%	63.6%	25.2%	43.3%	36.8%	12.7%	4.6%	37.9%	75.0%	75.0%	100.0%	9.5%	9.5%	9.0%	73.9%
Strongly	34.7%	47.5%	21.8%	34.4%	36.8%	12.7%	4.6%	24.1%	59.2%	59.1%	100.0%	7.4%	7.4%	9.0%	64.5%
Somewhat	9.0%	16.2%	3.4%	8.9%	-	-	-	13.8%	15.8%	15.9%	-	2.1%	2.1%	-	9.4%
PRO-CHOICE	52.3%	32.2%	68.0%	53.6%	60.7%	81.3%	95.4%	50.6%	19.5%	19.5%	-	87.6%	87.6%	91.0%	25.7%
Somewhat	13.6%	11.8%	7.3%	22.0%	10.9%	22.9%	5.5%	10.1%	9.9%	9.9%	-	16.7%	16.8%	-	22.9%
Strongly	38.6%	20.5%	60.7%	31.6%	49.8%	58.4%	89.8%	40.5%	9.6%	9.6%	-	71.0%	70.8%	91.0%	2.8%
DK/REFUSED	4.0%	4.1%	6.9%	3.2%	2.5%	6.0%	-	11.5%	5.5%	5.5%	-	2.8%	2.8%	-	0.4%
Net Diff.	-8.6%	31.4%	-42.8%	-10.3%	-23.9%	-68.6%	-90.7%	-12.7%	55.5%	55.5%	100.0%	-78.1%	-78.1%	-82.0%	48.2%
Mean	2.41	2.95	1.85	2.48	2.24	1.65	1.19	2.24	3.32	3.32	4.00	1.44	1.45	1.27	3.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIED	
		ZENGER			DAY			UNDE-	BOTH	
							FIRM	ZENGER	BAL-	
							UNDE-		LOTS	
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
PRO-LIFE	43.7%	77.0%	75.6%	100.0%	9.4%	9.7%	-	40.4%	72.0%	70.0%
Strongly	34.7%	60.6%	60.6%	60.3%	7.1%	7.4%	-	36.2%	61.4%	59.2%
Somewhat	9.0%	16.4%	15.0%	39.7%	2.3%	2.4%	-	4.2%	10.7%	10.8%
PRO-CHOICE	52.3%	17.3%	18.3%	-	87.6%	87.9%	80.3%	59.4%	24.9%	29.6%
Somewhat	13.6%	8.4%	8.9%	-	15.8%	14.7%	46.0%	30.1%	11.8%	26.4%
Strongly	38.6%	8.9%	9.5%	-	71.7%	73.2%	34.3%	29.3%	13.1%	3.2%
DK/REFUSED	4.0%	5.7%	6.0%	-	3.0%	2.4%	19.7%	0.2%	3.0%	0.5%
Net Diff.	-8.6%	59.6%	57.3%	100.0%	-78.2%	-78.1%	-80.3%	-19.0%	47.1%	40.4%
Mean	2.41	3.36	3.35	3.60	1.43	1.43	1.57	2.47	3.24	3.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 5

	REGISTERED PARTY																Other		DK/Ref		
	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		REPUB- LICAN	DEMO- CRATIC		INDEP. /OTHER /DK	Indep- endent
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE					
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
PRO-LIFE	43.7%	32.5%	81.0%	40.7%	51.5%	59.7%	25.4%	52.3%	18.7%	29.7%	75.3%	72.6%	87.0%	41.0%	87.0%	74.1%	11.8%	38.1%	36.1%	48.7%	76.3%
Strongly	34.7%	24.9%	67.6%	30.4%	42.6%	45.4%	22.5%	40.3%	18.7%	24.2%	59.7%	55.7%	64.7%	32.5%	64.7%	63.0%	9.6%	24.9%	21.2%	48.4%	76.3%
Somewhat	9.0%	7.6%	13.4%	10.3%	9.0%	14.3%	2.9%	12.0%	-	5.5%	15.6%	16.9%	22.4%	8.5%	22.4%	11.1%	2.2%	13.2%	14.9%	0.3%	-
PRO-CHOICE	52.3%	62.1%	19.0%	55.4%	44.3%	36.3%	69.7%	43.0%	77.2%	66.6%	20.5%	22.5%	7.0%	55.0%	7.0%	20.9%	83.8%	59.4%	61.0%	51.3%	23.7%
Somewhat	13.6%	15.0%	9.5%	16.4%	13.9%	13.0%	14.7%	14.7%	10.5%	14.9%	13.1%	11.0%	6.5%	13.9%	6.5%	8.9%	20.0%	13.1%	11.0%	35.4%	-
Strongly	38.6%	47.1%	9.5%	38.9%	30.4%	23.3%	55.0%	28.3%	66.7%	51.7%	7.4%	11.5%	0.5%	41.1%	0.5%	12.0%	63.8%	46.3%	50.1%	15.9%	23.7%
DK/REFUSED	4.0%	5.4%	-	3.9%	4.2%	3.9%	4.9%	4.7%	4.1%	3.7%	4.2%	4.9%	6.0%	4.0%	6.0%	5.0%	4.4%	2.5%	2.8%	-	-
Net Diff.	-8.6%	-29.7%	62.0%	-14.6%	7.2%	23.4%	-44.3%	9.4%	-58.5%	-36.9%	54.9%	50.1%	80.0%	-14.0%	80.0%	53.2%	-72.0%	-21.3%	-24.9%	-2.6%	52.6%
Mean	2.41	2.11	3.39	2.34	2.67	2.85	1.92	2.67	1.69	2.02	3.33	3.23	3.61	2.34	3.61	3.32	1.56	2.17	2.07	2.81	3.29

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

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

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
PRO-LIFE	43.7%	78.6%	11.3%	52.7%	68.8%	12.1%	27.2%	74.2%	11.0%	33.9%	72.7%	13.8%	64.7%	100.0%	12.6%	46.7%
Strongly	34.7%	67.0%	8.4%	24.4%	58.3%	10.4%	25.2%	63.2%	9.5%	20.5%	60.7%	10.1%	52.2%	100.0%	8.4%	46.7%
Somewhat	9.0%	11.6%	3.0%	28.3%	10.5%	1.7%	2.0%	11.0%	1.5%	13.4%	12.1%	3.7%	12.5%	-	4.2%	-
PRO-CHOICE	52.3%	16.4%	83.1%	44.0%	26.3%	84.3%	70.9%	20.3%	84.2%	63.2%	27.1%	82.4%	35.3%	-	83.1%	53.3%
Somewhat	13.6%	9.6%	11.2%	18.4%	8.1%	25.7%	9.2%	8.9%	17.5%	15.2%	8.9%	22.6%	-	-	21.8%	-
Strongly	38.6%	6.8%	71.9%	25.7%	18.2%	58.5%	61.7%	11.4%	66.8%	48.0%	18.2%	59.8%	35.3%	-	61.2%	53.3%
DK/REFUSED	4.0%	5.1%	5.6%	3.3%	4.9%	3.6%	1.9%	5.5%	4.8%	2.9%	0.1%	3.8%	-	-	4.4%	-
Net Diff.	-8.6%	62.2%	-71.8%	8.6%	42.6%	-72.2%	-43.6%	53.9%	-73.2%	-29.3%	45.6%	-68.6%	29.4%	100.0%	-70.5%	-6.7%
Mean	2.41	3.46	1.45	2.53	3.15	1.63	1.91	3.33	1.51	2.07	3.15	1.63	2.82	4.00	1.58	2.40

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

22. 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 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
PRO-LIFE	43.7%	84.6%	64.4%	6.7%	11.1%	2.4%	24.3%	78.0%	71.4%	83.4%	58.4%	13.8%	36.1%	77.1%	3.6%	14.1%	79.1%	6.4%	22.1%	80.8%
Strongly	34.7%	76.7%	56.2%	5.1%	7.8%	2.4%	15.0%	63.4%	46.8%	76.9%	46.6%	8.5%	19.2%	59.3%	3.6%	11.4%	68.3%	4.5%	14.5%	64.9%
Somewhat	9.0%	7.9%	8.2%	1.7%	3.3%	-	9.3%	14.6%	24.6%	6.5%	11.8%	5.3%	16.9%	17.8%	-	2.7%	10.8%	1.9%	7.5%	15.9%
PRO-CHOICE	52.3%	9.8%	35.6%	91.0%	86.5%	95.4%	74.4%	17.3%	22.9%	12.7%	41.6%	82.6%	63.9%	17.8%	94.7%	83.5%	16.6%	90.9%	76.2%	14.7%
Somewhat	13.6%	4.0%	13.3%	10.2%	0.3%	20.1%	28.7%	8.0%	11.7%	5.1%	41.6%	15.7%	24.6%	7.0%	7.7%	32.3%	9.2%	10.6%	28.0%	8.5%
Strongly	38.6%	5.8%	22.3%	80.8%	86.2%	75.3%	45.7%	9.2%	11.2%	7.6%	-	66.9%	39.3%	10.8%	87.1%	51.2%	7.4%	80.3%	48.3%	6.2%
DK/REFUSED	4.0%	5.6%	*	2.3%	2.4%	2.2%	1.3%	4.7%	5.7%	3.9%	-	3.6%	-	5.1%	1.7%	2.4%	4.3%	2.7%	1.7%	4.5%
Net Diff.	-8.6%	74.8%	28.8%	-84.2%	-75.3%	-93.0%	-50.0%	60.8%	48.5%	70.7%	16.8%	-68.8%	-27.9%	59.3%	-91.2%	-69.4%	62.5%	-84.5%	-54.2%	66.2%
Mean	2.41	3.65	2.98	1.29	1.31	1.28	1.94	3.39	3.14	3.59	3.05	1.54	2.16	3.32	1.19	1.74	3.46	1.29	1.88	3.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
PRO-LIFE	43.7%	8.6%	33.3%	61.9%	12.9%	17.6%	38.7%	75.2%	11.0%	61.4%	40.7%	43.1%	63.8%	22.6%	71.7%	36.3%	58.1%	10.6%	68.2%	22.6%
Strongly	34.7%	8.6%	17.5%	55.1%	12.9%	8.9%	38.7%	60.5%	7.7%	57.8%	26.3%	36.1%	55.1%	13.7%	61.8%	19.0%	50.3%	9.0%	58.4%	14.5%
Somewhat	9.0%	-	15.8%	6.9%	-	8.7%	-	14.7%	3.3%	3.6%	14.4%	7.0%	8.7%	9.0%	10.0%	17.3%	7.8%	1.6%	9.9%	8.1%
PRO-CHOICE	52.3%	91.4%	66.7%	32.2%	87.1%	82.4%	50.8%	19.5%	86.3%	35.6%	57.3%	52.5%	32.3%	75.9%	22.7%	63.7%	39.3%	86.6%	26.9%	75.7%
Somewhat	13.6%	7.9%	26.9%	5.6%	-	36.3%	10.1%	9.5%	18.0%	7.0%	10.8%	15.2%	16.3%	11.4%	12.7%	11.7%	18.9%	11.2%	14.6%	11.5%
Strongly	38.6%	83.4%	39.9%	26.6%	87.1%	46.1%	40.7%	10.0%	68.3%	28.6%	46.4%	37.3%	16.0%	64.5%	10.0%	52.0%	20.4%	75.4%	12.3%	64.2%
DK/REFUSED	4.0%	-	-	5.9%	-	-	10.5%	5.3%	2.7%	3.1%	2.1%	4.4%	3.9%	1.5%	5.6%	-	2.7%	2.7%	4.8%	1.7%
Net Diff.	-8.6%	-82.7%	-33.5%	29.7%	-74.2%	-64.9%	-12.1%	55.7%	-75.3%	25.8%	-16.6%	-9.4%	31.6%	-53.3%	49.1%	-27.3%	18.8%	-76.0%	41.3%	-53.1%
Mean	2.41	1.34	2.11	2.96	1.39	1.80	2.41	3.33	1.49	2.94	2.21	2.44	3.07	1.71	3.31	2.03	2.90	1.43	3.20	1.72



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
PRO-LIFE	43.7%	47.4%	22.9%	35.4%	-	44.9%	29.2%	50.2%	40.9%	39.8%	22.1%	43.8%	32.6%	50.5%	16.7%	31.6%	6.1%	51.0%	38.0%	60.7%	48.1%	
Strongly	34.7%	43.3%	8.9%	29.1%	-	37.7%	23.4%	40.5%	29.4%	34.9%	19.7%	36.6%	27.8%	43.1%	6.8%	31.6%	0.1%	41.0%	29.4%	48.0%	32.6%	
Somewhat	9.0%	4.1%	14.0%	6.3%	-	7.2%	5.8%	9.7%	11.5%	4.8%	2.4%	7.2%	4.8%	7.4%	10.0%	-	6.0%	10.0%	8.6%	12.7%	15.6%	
PRO-CHOICE	52.3%	52.6%	77.1%	64.6%	100.0%	52.5%	69.2%	46.3%	59.1%	58.4%	75.3%	53.1%	65.3%	49.5%	83.3%	68.4%	93.9%	43.5%	60.2%	33.2%	49.3%	
Somewhat	13.6%	20.2%	11.1%	19.2%	16.4%	15.6%	15.9%	18.6%	9.7%	12.8%	19.7%	14.7%	15.6%	20.2%	13.7%	28.9%	12.2%	12.5%	14.8%	12.3%	13.0%	
Strongly	38.6%	32.5%	66.0%	45.4%	83.6%	36.9%	53.3%	27.6%	49.4%	45.7%	55.6%	38.4%	49.7%	29.3%	69.6%	39.5%	81.7%	31.0%	45.4%	20.9%	36.3%	
DK/REFUSED	4.0%	-	-	-	-	2.6%	1.6%	3.5%	-	1.8%	2.6%	3.1%	2.0%	-	-	-	-	5.6%	1.8%	6.0%	2.6%	
Net Diff.	-8.6%	-5.3%	-54.2%	-29.2%	-100%	-7.6%	-40.0%	4.0%	-18.3%	-18.7%	-53.2%	-9.3%	-32.7%	1.0%	-66.5%	-36.9%	-87.8%	7.5%	-22.2%	27.5%	-1.2%	
Mean	2.41	2.58	1.66	2.19	1.16	2.47	1.99	2.65	2.21	2.30	1.86	2.43	2.11	2.64	1.54	2.24	1.25	2.65	2.22	2.93	2.46	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

22. 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 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
PRO-LIFE	43.7%	43.2%	29.1%	54.4%	38.2%	34.1%	38.4%	16.2%	31.3%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-
Strongly	34.7%	35.4%	26.7%	44.7%	28.8%	22.8%	33.2%	8.1%	31.3%	79.3%	-	73.4%	-	86.9%	-	79.2%	-	80.3%	-	88.0%	-
Somewhat	9.0%	7.7%	2.4%	9.7%	9.4%	11.2%	5.2%	8.1%	-	20.7%	-	26.6%	-	13.1%	-	20.8%	-	19.7%	-	12.0%	-
PRO-CHOICE	52.3%	51.7%	69.8%	38.9%	60.4%	65.9%	57.9%	83.8%	63.5%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
Somewhat	13.6%	12.6%	16.4%	10.9%	15.1%	20.1%	11.0%	16.7%	15.4%	-	26.1%	-	29.9%	-	23.8%	-	26.0%	-	24.0%	-	22.4%
Strongly	38.6%	39.1%	53.4%	28.0%	45.3%	45.9%	47.0%	67.0%	48.1%	-	73.9%	-	70.1%	-	76.2%	-	74.0%	-	76.0%	-	77.6%
DK/REFUSED	4.0%	5.2%	1.1%	6.7%	1.4%	-	3.7%	-	5.1%	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-8.6%	-8.5%	-40.8%	15.5%	-22.2%	-31.9%	-19.5%	-67.6%	-32.2%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%
Mean	2.41	2.42	2.02	2.76	2.22	2.11	2.26	1.57	2.15	3.79	1.26	3.73	1.30	3.87	1.24	3.79	1.26	3.80	1.24	3.88	1.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
PRO-LIFE	43.7%	80.9%	91.2%	91.7%	72.9%	13.4%	25.4%	12.0%	6.7%	84.5%	20.5%	77.1%	8.4%	81.7%	12.9%	76.6%	15.8%	69.2%	4.8%
Strongly	34.7%	68.5%	91.2%	85.5%	53.7%	7.6%	8.6%	12.0%	5.6%	65.2%	9.6%	71.9%	6.2%	69.2%	6.8%	64.4%	10.9%	59.8%	4.8%
Somewhat	9.0%	12.4%	-	6.2%	19.2%	5.8%	16.8%	-	1.1%	19.3%	10.9%	5.2%	2.3%	12.4%	6.1%	12.2%	4.9%	9.4%	-
PRO-CHOICE	52.3%	15.5%	4.7%	8.3%	22.2%	83.9%	68.1%	88.0%	91.9%	12.4%	74.4%	18.8%	90.5%	14.1%	84.5%	23.4%	80.7%	30.8%	90.3%
Somewhat	13.6%	8.9%	-	8.3%	12.2%	18.2%	33.5%	8.4%	12.1%	10.6%	16.0%	7.1%	19.7%	8.5%	17.9%	11.2%	16.8%	9.7%	19.8%
Strongly	38.6%	6.6%	4.7%	-	10.0%	65.7%	34.6%	79.7%	79.8%	1.8%	58.4%	11.7%	70.9%	5.6%	66.7%	12.2%	64.0%	21.1%	70.5%
DK/REFUSED	4.0%	3.6%	4.1%	-	4.9%	2.7%	6.5%	-	1.3%	3.1%	5.1%	4.1%	1.1%	4.3%	2.6%	-	3.4%	-	4.9%
Net Diff.	-8.6%	65.3%	86.5%	83.5%	50.6%	-70.5%	-42.7%	-76.0%	-85.2%	72.0%	-53.9%	58.3%	-82.1%	67.6%	-71.7%	53.1%	-64.9%	38.4%	-85.5%
Mean	2.41	3.48	3.85	3.77	3.23	1.54	1.99	1.44	1.32	3.53	1.70	3.43	1.43	3.52	1.52	3.29	1.61	3.08	1.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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-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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
PRO-LIFE	43.7%	45.1%	38.0%	25.6%	44.3%	84.0%	72.0%	55.8%	42.7%	25.3%	40.5%	84.0%	53.7%	36.2%	33.6%	25.9%	46.2%	-	100.0%
Strongly	34.7%	35.7%	30.5%	22.6%	44.0%	36.3%	72.0%	41.9%	27.4%	18.1%	40.5%	36.3%	53.7%	30.5%	33.5%	25.9%	45.7%	-	100.0%
Somewhat	9.0%	9.4%	7.5%	3.1%	0.3%	47.7%	-	13.9%	15.3%	7.2%	-	47.7%	-	5.6%	0.1%	-	0.5%	-	-
PRO-CHOICE	52.3%	50.4%	59.8%	71.2%	55.7%	15.8%	28.0%	39.5%	52.9%	67.3%	59.5%	15.8%	46.3%	59.6%	66.4%	74.1%	53.8%	-	-
Somewhat	13.6%	13.1%	14.4%	15.9%	12.1%	15.8%	-	13.6%	8.0%	7.4%	-	15.8%	-	12.7%	20.4%	22.3%	18.1%	-	-
Strongly	38.6%	37.3%	45.5%	55.3%	43.6%	-	28.0%	25.9%	44.9%	59.9%	59.5%	-	46.3%	46.9%	46.0%	51.8%	35.7%	-	-
DK/REFUSED	4.0%	4.5%	2.1%	3.2%	-	0.2%	-	4.8%	4.4%	7.4%	-	0.2%	-	4.2%	-	-	-	-	-
Net Diff.	-8.6%	-5.3%	-21.8%	-45.6%	-11.4%	68.2%	44.0%	16.3%	-10.2%	-42.0%	-19.0%	68.2%	7.5%	-23.5%	-32.8%	-48.2%	-7.7%	-	100.0%
Mean	2.41	2.45	2.24	1.93	2.45	3.21	3.16	2.75	2.26	1.82	2.21	3.21	2.61	2.21	2.21	2.00	2.56	-	4.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
PRO-LIFE	43.7%	30.9%	35.6%	45.1%	53.4%	45.2%	33.6%	47.5%	39.5%	48.8%	43.4%	45.2%	44.8%	57.6%	50.9%	56.7%	54.4%	49.9%
Strongly	34.7%	17.7%	26.2%	29.7%	50.0%	40.1%	22.6%	39.1%	26.2%	44.5%	32.9%	40.1%	29.2%	44.2%	30.7%	51.3%	36.8%	46.8%
Somewhat	9.0%	13.2%	9.4%	15.4%	3.4%	5.1%	11.0%	8.4%	13.3%	4.3%	10.5%	5.1%	15.6%	13.4%	20.2%	5.5%	17.6%	3.2%
PRO-CHOICE	52.3%	64.6%	64.4%	53.5%	39.4%	49.6%	64.5%	48.2%	58.9%	45.1%	53.4%	49.6%	55.2%	35.3%	47.7%	33.8%	41.4%	43.9%
Somewhat	13.6%	16.8%	11.5%	14.0%	11.3%	15.2%	13.7%	13.6%	13.9%	13.5%	13.1%	15.2%	17.5%	10.1%	13.7%	11.0%	11.4%	16.2%
Strongly	38.6%	47.8%	52.9%	39.6%	28.1%	34.4%	50.8%	34.5%	45.1%	31.6%	40.3%	34.4%	37.7%	25.2%	34.1%	22.8%	30.0%	27.7%
DK/REFUSED	4.0%	4.5%	-	1.4%	7.2%	5.2%	1.9%	4.4%	1.6%	6.1%	3.2%	5.2%	-	7.1%	1.4%	9.4%	4.2%	6.1%
Net Diff.	-8.6%	-33.7%	-28.8%	-8.4%	14.0%	-4.4%	-30.9%	-0.7%	-19.5%	3.7%	-10.1%	-4.4%	-10.4%	22.3%	3.2%	22.9%	13.0%	6.0%
Mean	2.41	2.01	2.09	2.36	2.81	2.54	2.06	2.54	2.21	2.66	2.37	2.54	2.36	2.82	2.48	2.94	2.64	2.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
PRO-LIFE	43.7%	17.1%	40.3%	27.5%	43.4%	33.4%	41.7%	53.3%	35.5%	46.8%	43.1%	41.1%	53.8%	38.8%	41.4%	37.8%	46.8%	
Strongly	34.7%	12.9%	35.5%	21.6%	39.9%	29.4%	35.3%	39.2%	30.8%	38.0%	32.3%	33.5%	31.9%	28.8%	27.3%	28.9%	40.9%	
Somewhat	9.0%	4.2%	4.8%	6.0%	3.5%	4.0%	6.4%	14.2%	4.7%	8.8%	10.8%	7.6%	21.9%	9.9%	14.2%	8.9%	5.9%	
PRO-CHOICE	52.3%	78.2%	57.3%	70.6%	52.8%	64.4%	53.8%	42.0%	61.0%	48.1%	53.3%	55.5%	38.0%	51.5%	58.4%	62.2%	49.0%	
Somewhat	13.6%	8.2%	16.2%	14.1%	15.1%	14.7%	14.4%	12.6%	14.5%	15.6%	13.6%	11.6%	-	19.7%	17.0%	17.0%	11.3%	
Strongly	38.6%	70.0%	41.1%	56.5%	37.7%	49.7%	39.4%	29.4%	46.5%	32.5%	39.7%	44.0%	38.0%	31.8%	41.4%	45.2%	37.7%	
DK/REFUSED	4.0%	4.7%	2.4%	1.9%	3.8%	2.2%	4.5%	4.7%	3.5%	5.1%	3.6%	3.4%	8.2%	9.7%	0.2%	-	4.2%	
Net Diff.	-8.6%	-61.1%	-17.0%	-43.0%	-9.4%	-30.9%	-12.1%	11.3%	-25.5%	-1.4%	-10.2%	-14.4%	15.8%	-12.7%	-16.9%	-24.5%	-2.2%	
Mean	2.41	1.58	2.35	1.92	2.47	2.13	2.39	2.66	2.21	2.55	2.37	2.32	2.52	2.40	2.27	2.21	2.52	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

22. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
PRO-LIFE	43.7%	44.0%	42.4%	51.9%	22.1%	46.4%	37.9%	57.9%	64.6%	-	56.8%	16.0%	-	16.9%	
Strongly	34.7%	33.4%	30.2%	43.8%	17.4%	46.4%	25.5%	43.7%	48.7%	-	20.2%	9.1%	-	9.6%	
Somewhat	9.0%	10.6%	12.2%	8.0%	4.7%	-	12.4%	14.2%	15.9%	-	36.6%	6.9%	-	7.3%	
PRO-CHOICE	52.3%	51.5%	56.1%	44.9%	66.1%	49.5%	59.1%	37.0%	29.8%	100.0%	43.2%	84.0%	100.0%	83.1%	
Somewhat	13.6%	13.0%	14.7%	12.6%	17.6%	12.0%	9.3%	19.5%	10.2%	100.0%	13.3%	15.0%	100.0%	9.9%	
Strongly	38.6%	38.5%	41.4%	32.3%	48.4%	37.5%	49.8%	17.6%	19.6%	-	29.9%	69.0%	-	73.2%	
DK/REFUSED	4.0%	4.5%	1.5%	3.2%	11.8%	4.1%	3.1%	5.1%	5.7%	-	-	-	-	-	
Net Diff.	-8.6%	-7.6%	-13.7%	7.0%	-43.9%	-3.1%	-21.2%	20.9%	34.8%	-100%	13.6%	-68.1%	-100%	-66.2%	
Mean	2.41	2.41	2.32	2.66	1.90	2.58	2.14	2.88	2.99	2.00	2.47	1.56	2.00	1.53	

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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						
		WIN-STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
PRO-LIFE	41.9%	42.9%	48.4%	28.9%	40.4%	43.1%	37.9%	34.6%	53.1%	70.3%	74.1%	13.5%	12.7%	12.3%	30.1%	31.9%
Shouldn't Be Legal	8.2%	9.1%	11.7%	5.2%	-	8.9%	5.9%	4.6%	12.3%	15.0%	15.2%	11.1%	2.0%	2.0%	-	-
Protect Mother's Life	9.8%	9.3%	8.6%	10.8%	13.4%	10.3%	8.0%	9.7%	-	16.3%	17.3%	1.3%	1.5%	0.8%	30.1%	19.8%
Case of Incest/Rape	23.9%	24.5%	28.1%	13.0%	27.0%	23.9%	24.0%	20.4%	40.9%	39.0%	41.6%	1.0%	9.3%	9.5%	-	12.1%
PRO-CHOICE	52.9%	51.2%	46.4%	66.9%	56.1%	52.7%	53.6%	55.1%	46.9%	25.9%	21.9%	86.3%	82.4%	83.5%	36.5%	49.6%
During 1st Trimester	16.5%	12.9%	18.1%	24.5%	15.6%	15.3%	20.5%	24.9%	-	14.3%	11.2%	60.9%	16.0%	16.4%	-	37.6%
Until 20th Week	8.7%	6.6%	7.6%	15.9%	9.6%	9.1%	7.2%	6.2%	11.5%	0.7%	0.8%	-	18.3%	17.9%	36.5%	0.6%
Legal:All Circumstance	27.7%	31.8%	20.7%	26.5%	30.9%	28.3%	26.0%	23.9%	35.4%	10.9%	9.9%	25.4%	48.1%	49.2%	-	11.4%
DK/REFUSED	5.2%	6.0%	5.2%	4.1%	3.4%	4.2%	8.5%	10.3%	-	3.8%	4.0%	0.2%	4.9%	4.2%	33.4%	18.4%
Net Diff.	-11.0%	-8.3%	2.0%	-38.0%	-15.7%	-9.6%	-15.8%	-20.5%	6.3%	44.4%	52.3%	-72.8%	-69.7%	-71.2%	-6.4%	-17.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
PRO-LIFE	41.9%	74.3%	9.5%	52.6%	35.4%	14.9%	77.2%	48.2%	43.4%	39.7%	100.0%	31.8%	43.0%
Shouldn't Be Legal	8.2%	18.2%	-	9.8%	6.6%	7.9%	14.0%	9.1%	7.3%	37.9%	-	8.0%	9.0%
Protect Mother's Life	9.8%	12.0%	3.2%	13.7%	8.7%	2.2%	6.4%	14.5%	10.3%	-	100.0%	2.4%	9.1%
Case of Incest/Rape	23.9%	44.0%	6.3%	29.1%	20.1%	4.8%	56.8%	24.6%	25.8%	1.8%	-	21.4%	24.9%
PRO-CHOICE	52.9%	25.7%	86.9%	38.6%	59.6%	79.9%	22.8%	50.1%	49.5%	60.3%	-	65.5%	53.7%
During 1st Trimester	16.5%	2.7%	24.9%	12.1%	20.3%	13.2%	0.1%	17.4%	18.6%	15.0%	-	11.3%	13.3%
Until 20th Week	8.7%	2.4%	13.1%	7.2%	10.0%	13.1%	-	12.7%	6.7%	-	-	4.8%	8.8%
Legal:All Circumstance	27.7%	20.7%	48.9%	19.3%	29.3%	53.6%	22.7%	20.1%	24.2%	45.4%	-	49.4%	31.7%
DK/REFUSED	5.2%	-	3.6%	8.8%	5.0%	5.2%	-	1.6%	7.1%	-	-	2.7%	3.3%
Net Diff.	-11.0%	48.6%	-77.3%	14.0%	-24.1%	-65.0%	54.4%	-1.9%	-6.0%	-20.7%	100.0%	-33.7%	-10.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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								U.S. SENATE BALLOT							
	IMPORTANT ISSUES								U.S. SENATE BALLOT							
	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	116	31	67	37	17	22	10	145	145	0	143	142	1	12	
PRO-LIFE	41.9%	58.7%	21.0%	45.8%	39.5%	6.4%	5.1%	37.9%	70.0%	70.0%	100.0%	12.6%	12.6%	2.4%	53.3%	
Shouldn't Be Legal	8.2%	12.3%	0.1%	8.2%	9.9%	-	-	11.2%	13.6%	13.6%	11.6%	1.6%	1.6%	-	22.2%	
Protect Mother's Life	9.8%	13.6%	13.7%	10.4%	6.5%	-	-	0.3%	17.2%	17.1%	88.4%	1.4%	1.4%	2.4%	21.0%	
Case of Incest/Rape	23.9%	32.7%	7.2%	27.2%	23.1%	6.4%	5.1%	26.5%	39.2%	39.3%	-	9.6%	9.6%	-	10.0%	
PRO-CHOICE	52.9%	37.4%	71.9%	50.9%	51.7%	81.4%	94.9%	50.6%	25.4%	25.4%	-	83.0%	82.9%	97.6%	25.5%	
During 1st Trimester	16.5%	17.7%	17.3%	15.4%	17.3%	22.1%	5.1%	19.2%	14.4%	14.4%	-	18.1%	17.6%	91.0%	22.8%	
Until 20th Week	8.7%	6.8%	4.0%	4.3%	14.1%	18.8%	21.1%	9.5%	0.7%	0.7%	-	17.4%	17.5%	-	1.0%	
Legal:All Circumstance	27.7%	12.8%	50.6%	31.1%	20.4%	40.5%	68.7%	21.9%	10.3%	10.3%	-	47.6%	47.9%	6.6%	1.8%	
DK/REFUSED	5.2%	4.0%	7.1%	3.3%	8.8%	12.2%	-	11.5%	4.6%	4.6%	-	4.5%	4.5%	-	21.2%	
Net Diff.	-11.0%	21.3%	-50.9%	-5.0%	-12.2%	-75.0%	-89.9%	-12.7%	44.6%	44.5%	100.0%	-70.4%	-70.3%	-95.2%	27.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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 HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
PRO-LIFE	41.9%	71.7%	73.2%	46.8%	12.8%	13.3%	-	30.6%	82.6%	46.2%
Shouldn't Be Legal	8.2%	15.1%	16.0%	0.3%	1.7%	1.8%	-	4.1%	17.8%	10.5%
Protect Mother's Life	9.8%	16.9%	17.1%	14.6%	1.5%	1.5%	-	13.9%	14.0%	24.2%
Case of Incest/Rape	23.9%	39.7%	40.1%	31.9%	9.6%	10.0%	-	12.6%	50.9%	11.5%
PRO-CHOICE	52.9%	23.5%	21.8%	53.2%	83.0%	82.4%	100.0%	56.8%	17.4%	29.4%
During 1st Trimester	16.5%	13.9%	11.6%	53.2%	16.9%	14.4%	82.4%	28.1%	-	26.2%
Until 20th Week	8.7%	0.7%	0.8%	-	17.2%	17.9%	-	7.7%	-	1.1%
Legal:All Circumstance	27.7%	8.9%	9.4%	-	48.9%	50.1%	17.6%	21.0%	17.4%	2.1%
DK/REFUSED	5.2%	4.7%	5.0%	-	4.2%	4.3%	-	12.6%	-	24.4%
Net Diff.	-11.0%	48.2%	51.4%	-6.5%	-70.2%	-69.1%	-100%	-26.2%	65.2%	16.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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

	BANNER 5																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						
																	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other
Total	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
PRO-LIFE	41.9%	33.7%	71.3%	42.7%	50.9%	58.2%	27.2%	52.3%	18.4%	29.6%	72.1%	66.0%	84.4%	39.2%	84.4%	69.3%	16.6%	33.5%	32.5%	49.8%	-
Shouldn't Be Legal	8.2%	5.3%	18.5%	3.0%	10.9%	11.3%	4.4%	9.6%	2.7%	6.5%	10.8%	15.9%	-	9.0%	-	12.7%	1.3%	9.5%	9.2%	14.4%	-
Protect Mother's Life	9.8%	5.7%	22.9%	9.9%	14.1%	11.9%	8.4%	12.0%	4.3%	5.8%	18.0%	15.7%	18.7%	8.4%	18.7%	20.3%	5.2%	1.6%	0.1%	15.6%	-
Case of Incest/Rape	23.9%	22.6%	29.9%	29.9%	25.8%	35.0%	14.4%	30.7%	11.4%	17.3%	43.3%	34.4%	65.7%	21.8%	65.7%	36.3%	10.2%	22.4%	23.1%	19.9%	-
PRO-CHOICE	52.9%	61.4%	27.2%	53.3%	48.3%	39.6%	65.1%	43.1%	79.2%	65.1%	27.9%	28.9%	15.6%	55.5%	15.6%	24.1%	79.9%	61.4%	63.4%	49.9%	23.7%
During 1st Trimester	16.5%	19.1%	8.7%	18.5%	15.6%	12.5%	18.7%	14.7%	23.1%	16.9%	17.5%	16.9%	8.6%	16.9%	8.6%	10.5%	16.0%	24.3%	26.2%	11.5%	-
Until 20th Week	8.7%	10.8%	3.2%	11.1%	8.0%	5.9%	11.0%	5.6%	16.5%	11.7%	1.3%	1.4%	-	9.0%	-	0.9%	12.4%	14.4%	16.3%	-	-
Legal:All Circumstance	27.7%	31.5%	15.3%	23.7%	24.7%	21.1%	35.4%	22.8%	39.6%	36.4%	9.2%	10.6%	7.0%	29.6%	7.0%	12.7%	51.6%	22.7%	20.9%	38.4%	23.7%
DK/REFUSED	5.2%	4.9%	1.5%	4.0%	0.9%	2.3%	7.6%	4.6%	2.4%	5.3%	-	5.1%	-	5.3%	-	6.6%	3.5%	5.1%	4.1%	0.3%	76.3%
Net Diff.	-11.0%	-27.7%	44.1%	-10.5%	2.6%	18.6%	-37.9%	9.2%	-60.8%	-35.4%	44.2%	37.1%	68.8%	-16.3%	68.8%	45.2%	-63.3%	-27.9%	-31.0%	-0.0%	-23.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
PRO-LIFE	41.9%	71.8%	11.3%	39.8%	66.4%	20.1%	28.8%	70.5%	15.7%	29.1%	57.7%	19.0%	61.4%	100.0%	17.7%	63.1%
Shouldn't Be Legal	8.2%	12.4%	-	0.3%	13.0%	2.1%	16.4%	12.7%	-	9.1%	12.4%	3.9%	12.3%	52.5%	4.5%	22.8%
Protect Mother's Life	9.8%	22.1%	2.8%	0.1%	18.1%	6.7%	2.8%	22.4%	6.0%	1.9%	-	3.6%	-	-	4.2%	-
Case of Incest/Rape	23.9%	37.3%	8.5%	39.4%	35.2%	11.3%	9.7%	35.4%	9.7%	18.1%	45.4%	11.5%	49.0%	47.5%	9.0%	40.3%
PRO-CHOICE	52.9%	21.1%	85.5%	53.6%	27.6%	76.3%	67.2%	22.3%	80.8%	65.0%	42.1%	77.4%	38.6%	-	78.2%	36.9%
During 1st Trimester	16.5%	12.5%	19.2%	39.1%	8.1%	13.8%	13.2%	9.6%	18.7%	26.2%	19.7%	7.5%	12.2%	-	8.6%	-
Until 20th Week	8.7%	1.7%	16.6%	3.2%	-	9.7%	22.8%	1.0%	11.2%	16.7%	-	15.3%	-	-	17.6%	-
Legal:All Circumstance	27.7%	6.9%	49.7%	11.3%	19.5%	52.8%	31.2%	11.7%	50.9%	22.1%	22.4%	54.6%	26.4%	-	52.0%	36.9%
DK/REFUSED	5.2%	7.1%	3.2%	6.6%	6.0%	3.6%	4.0%	7.3%	3.4%	6.0%	0.1%	3.6%	-	-	4.2%	-
Net Diff.	-11.0%	50.6%	-74.2%	-13.8%	38.8%	-56.3%	-38.3%	48.2%	-65.1%	-35.9%	15.6%	-58.3%	22.7%	100.0%	-60.5%	26.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
PRO-LIFE	41.9%	81.2%	49.6%	11.2%	10.6%	11.8%	20.9%	70.8%	62.6%	77.4%	57.7%	13.3%	24.5%	68.5%	10.2%	17.7%	73.5%	11.6%	19.5%	72.7%
Shouldn't Be Legal	8.2%	15.7%	8.1%	-	-	-	3.4%	14.4%	11.4%	16.9%	-	-	3.9%	6.2%	-	3.0%	23.9%	-	2.4%	14.3%
Protect Mother's Life	9.8%	23.3%	20.9%	1.2%	2.5%	-	3.9%	19.7%	15.8%	22.8%	46.6%	4.0%	3.9%	17.7%	-	3.9%	22.1%	-	5.1%	23.1%
Case of Incest/Rape	23.9%	42.2%	20.6%	9.9%	8.1%	11.8%	13.5%	36.7%	35.4%	37.7%	11.1%	9.3%	16.7%	44.6%	10.2%	10.8%	27.5%	11.6%	12.0%	35.3%
PRO-CHOICE	52.9%	15.0%	40.6%	88.8%	89.4%	88.1%	73.4%	22.4%	27.8%	18.1%	42.3%	86.7%	72.2%	24.9%	89.7%	74.4%	19.5%	88.3%	72.9%	20.3%
During 1st Trimester	16.5%	9.3%	13.7%	18.9%	9.8%	27.9%	31.1%	8.6%	11.4%	6.3%	-	19.1%	48.9%	12.7%	18.8%	15.6%	3.8%	19.1%	32.5%	10.1%
Until 20th Week	8.7%	1.8%	-	15.7%	13.3%	18.2%	14.9%	1.6%	1.8%	1.5%	12.8%	20.1%	6.3%	1.5%	13.8%	22.5%	1.7%	16.9%	13.5%	1.9%
Legal:All Circumstance	27.7%	3.8%	26.9%	54.2%	66.3%	42.0%	27.4%	12.2%	14.6%	10.3%	29.5%	47.5%	17.1%	10.7%	57.2%	36.4%	14.0%	52.4%	26.9%	8.3%
DK/REFUSED	5.2%	3.8%	9.9%	0.1%	-	0.1%	5.7%	6.8%	9.7%	4.5%	-	0.1%	3.3%	6.6%	*	7.9%	7.0%	0.1%	7.6%	7.0%
Net Diff.	-11.0%	66.2%	9.0%	-77.6%	-78.9%	-76.3%	-52.6%	48.4%	34.8%	59.4%	15.4%	-73.4%	-47.8%	43.6%	-79.5%	-56.7%	54.0%	-76.8%	-53.4%	52.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
PRO-LIFE	41.9%	8.6%	26.5%	59.5%	12.9%	28.0%	49.5%	70.3%	13.1%	23.2%	36.8%	42.2%	60.7%	21.4%	66.8%	28.9%	56.3%	14.7%	64.7%	21.1%
Shouldn't Be Legal	8.2%	-	6.9%	15.1%	-	9.3%	27.4%	14.8%	1.5%	4.2%	9.2%	7.6%	15.0%	0.9%	9.5%	-	19.1%	1.6%	16.1%	-
Protect Mother's Life	9.8%	8.6%	0.1%	-	12.9%	0.2%	-	17.6%	1.9%	5.5%	5.0%	11.4%	19.0%	1.9%	20.3%	4.1%	18.0%	-	22.6%	2.2%
Case of Incest/Rape	23.9%	-	19.5%	44.4%	-	18.5%	22.1%	38.0%	9.7%	13.4%	22.6%	23.3%	26.7%	18.6%	37.0%	24.8%	19.2%	13.1%	25.9%	18.9%
PRO-CHOICE	52.9%	91.4%	73.5%	34.8%	87.1%	72.0%	40.5%	25.3%	81.8%	31.0%	58.1%	52.4%	30.8%	77.2%	23.8%	69.2%	35.8%	84.1%	25.6%	77.1%
During 1st Trimester	16.5%	17.5%	22.5%	-	-	17.7%	-	14.8%	18.5%	7.0%	19.1%	15.7%	10.5%	20.5%	17.2%	22.9%	5.6%	18.5%	9.4%	22.8%
Until 20th Week	8.7%	9.0%	20.4%	-	13.4%	27.6%	-	0.7%	17.0%	3.9%	12.4%	7.9%	3.0%	15.3%	1.5%	11.8%	4.1%	18.4%	2.7%	15.1%
Legal:All Circumstance	27.7%	64.9%	30.6%	34.8%	73.7%	26.7%	40.5%	9.8%	46.3%	20.1%	26.6%	28.8%	17.2%	41.3%	5.1%	34.6%	26.1%	47.3%	13.5%	39.2%
DK/REFUSED	5.2%	-	-	5.6%	-	-	10.0%	4.4%	5.1%	45.8%	5.1%	5.4%	8.5%	1.5%	9.4%	1.9%	7.9%	1.2%	9.7%	1.7%
Net Diff.	-11.0%	-82.7%	-46.9%	24.7%	-74.2%	-43.9%	9.0%	45.1%	-68.7%	-7.8%	-21.3%	-10.2%	29.9%	-55.8%	42.9%	-40.3%	20.5%	-69.4%	39.1%	-56.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79	
PRO-LIFE	41.9%	45.7%	22.6%	35.8%	17.2%	39.5%	30.6%	41.0%	36.2%	38.0%	27.3%	39.5%	32.5%	39.3%	24.7%	31.9%	19.5%	50.6%	34.0%	54.6%	39.4%	
Shouldn't Be Legal	8.2%	10.9%	5.7%	16.7%	8.4%	10.7%	4.9%	5.4%	2.4%	15.7%	6.4%	11.3%	4.9%	7.3%	4.8%	13.3%	6.4%	9.8%	7.2%	8.3%	3.9%	
Protect Mother's Life	9.8%	3.9%	-	6.0%	-	8.2%	8.0%	12.1%	10.1%	4.5%	6.8%	8.9%	10.1%	4.8%	0.1%	8.9%	0.1%	12.9%	7.8%	13.2%	9.0%	
Case of Incest/Rape	23.9%	30.9%	17.0%	13.0%	8.8%	20.6%	17.8%	23.5%	23.7%	17.8%	14.1%	19.3%	17.4%	27.2%	19.7%	9.7%	12.9%	28.0%	19.0%	33.1%	26.5%	
PRO-CHOICE	52.9%	50.3%	77.4%	58.0%	82.8%	54.6%	64.9%	51.5%	58.9%	57.5%	68.6%	53.4%	63.0%	60.7%	70.9%	68.1%	74.6%	42.5%	62.0%	37.6%	55.8%	
During 1st Trimester	16.5%	11.9%	7.7%	12.8%	-	21.1%	13.4%	28.9%	16.7%	13.7%	11.5%	20.9%	15.9%	22.1%	-	18.8%	-	12.1%	20.2%	20.8%	23.5%	
Until 20th Week	8.7%	4.4%	16.4%	6.7%	24.2%	10.0%	10.4%	4.9%	11.2%	15.0%	10.0%	10.9%	9.7%	5.4%	13.9%	9.9%	18.6%	6.1%	10.8%	5.7%	6.5%	
Legal:All Circumstance	27.7%	34.1%	53.3%	38.6%	58.6%	23.5%	41.1%	17.8%	31.0%	28.9%	47.2%	21.6%	37.5%	33.2%	57.0%	39.5%	56.1%	24.3%	31.0%	11.1%	25.9%	
DK/REFUSED	5.2%	4.0%	-	6.2%	-	5.9%	4.5%	7.5%	5.0%	4.4%	4.2%	7.1%	4.5%	-	4.4%	-	5.9%	6.9%	4.0%	7.8%	4.8%	
Net Diff.	-11.0%	-4.6%	-54.7%	-22.3%	-65.6%	-15.1%	-34.3%	-10.5%	-22.7%	-19.5%	-41.3%	-13.9%	-30.6%	-21.3%	-46.3%	-36.3%	-55.2%	8.1%	-28.1%	17.0%	-16.4%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
PRO-LIFE	41.9%	47.3%	29.2%	53.0%	34.3%	38.8%	33.5%	33.9%	31.7%	77.6%	12.5%	73.7%	13.8%	82.5%	11.7%	78.1%	12.0%	74.7%	14.5%	88.0%	14.1%
Shouldn't Be Legal	8.2%	11.0%	10.1%	11.7%	5.9%	-	13.2%	-	18.6%	17.1%	0.7%	9.2%	-	27.2%	1.2%	17.6%	-	14.4%	3.6%	32.4%	4.6%
Protect Mother's Life	9.8%	12.5%	6.7%	14.4%	9.6%	5.0%	-	8.0%	-	20.6%	1.6%	16.6%	4.2%	25.7%	-	23.4%	2.0%	5.3%	-	11.8%	-
Case of Incest/Rape	23.9%	23.8%	12.4%	26.8%	18.8%	33.8%	20.3%	26.0%	13.1%	39.9%	10.2%	47.9%	9.6%	29.6%	10.5%	37.1%	10.1%	55.0%	10.9%	43.8%	9.5%
PRO-CHOICE	52.9%	46.5%	67.5%	39.8%	60.8%	56.2%	66.5%	58.1%	68.3%	16.2%	84.9%	18.3%	84.2%	13.6%	85.3%	14.6%	85.5%	25.3%	82.1%	12.0%	81.6%
During 1st Trimester	16.5%	5.2%	17.2%	13.7%	20.5%	4.5%	16.1%	-	10.1%	9.6%	21.5%	14.0%	30.8%	3.9%	16.0%	8.9%	23.7%	13.2%	10.1%	12.0%	4.5%
Until 20th Week	8.7%	6.4%	14.7%	5.2%	11.6%	10.3%	7.6%	16.5%	10.7%	2.4%	14.6%	1.4%	12.7%	3.6%	15.7%	2.8%	14.8%	-	14.2%	-	18.1%
Legal:All Circumstance	27.7%	35.0%	35.6%	20.9%	28.6%	41.5%	42.8%	41.6%	47.5%	4.3%	48.8%	2.8%	40.8%	6.1%	53.5%	2.8%	46.9%	12.1%	57.8%	-	59.1%
DK/REFUSED	5.2%	6.2%	3.3%	7.3%	4.9%	5.0%	*	8.0%	-	6.2%	2.6%	8.0%	2.0%	3.9%	3.0%	7.3%	2.5%	-	3.4%	-	4.3%
Net Diff.	-11.0%	0.9%	-38.4%	13.2%	-26.5%	-17.4%	-33.0%	-24.1%	-36.6%	61.3%	-72.4%	55.5%	-70.4%	68.8%	-73.6%	63.5%	-73.5%	49.4%	-67.6%	76.0%	-67.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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: 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
PRO-LIFE	41.9%	43.1%	37.1%	32.6%	38.7%	43.6%	72.0%	47.6%	42.0%	40.3%	40.5%	43.6%	53.7%	39.4%	32.4%	26.8%	37.8%	-	100.0%		
Shouldn't Be Legal	8.2%	8.3%	7.7%	11.6%	-	-	-	6.9%	-	-	-	-	-	9.5%	14.9%	20.3%	-	-	-		
Protect Mother's Life	9.8%	11.5%	2.0%	3.0%	-	-	-	12.1%	4.0%	6.9%	-	-	-	11.0%	0.1%	0.1%	-	-	-		
Case of Incest/Rape	23.9%	23.3%	27.4%	18.0%	38.7%	43.6%	72.0%	28.5%	38.0%	33.4%	40.5%	43.6%	53.7%	18.9%	17.4%	6.4%	37.8%	-	100.0%		
PRO-CHOICE	52.9%	51.0%	60.9%	64.4%	61.3%	56.2%	28.0%	45.1%	57.9%	59.7%	59.5%	56.2%	46.3%	55.9%	63.7%	67.9%	62.2%	-	-		
During 1st Trimester	16.5%	17.3%	11.1%	6.3%	12.8%	42.1%	-	24.8%	9.8%	-	-	42.1%	-	11.0%	12.3%	11.0%	19.0%	-	-		
Until 20th Week	8.7%	8.7%	8.5%	12.9%	-	-	-	5.5%	8.5%	14.6%	-	-	-	11.5%	8.5%	11.5%	-	-	-		
Legal:All Circumstance	27.7%	24.9%	41.3%	45.2%	48.6%	14.1%	28.0%	14.8%	39.6%	45.0%	59.5%	14.1%	46.3%	33.5%	42.9%	45.4%	43.2%	-	-		
DK/REFUSED	5.2%	5.9%	2.0%	3.0%	-	0.2%	-	7.3%	0.1%	-	-	0.2%	-	4.7%	3.9%	5.3%	-	-	-		
Net Diff.	-11.0%	-7.9%	-23.8%	-31.7%	-22.7%	-12.6%	44.0%	2.4%	-15.8%	-19.3%	-19.0%	-12.6%	7.5%	-16.5%	-31.2%	-41.0%	-24.4%	-	100.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
PRO-LIFE	41.9%	31.1%	29.7%	43.2%	51.6%	43.7%	30.3%	45.7%	36.9%	47.2%	41.0%	43.7%	35.4%	52.2%	43.6%	50.8%	48.6%	39.9%
Shouldn't Be Legal	8.2%	4.4%	2.2%	11.1%	13.5%	6.1%	3.1%	10.0%	7.2%	9.4%	9.0%	6.1%	5.2%	5.8%	4.4%	7.4%	6.4%	3.1%
Protect Mother's Life	9.8%	4.5%	5.7%	5.8%	13.6%	15.7%	5.2%	11.5%	5.5%	14.7%	7.8%	15.7%	8.7%	11.6%	8.9%	13.1%	10.8%	9.9%
Case of Incest/Rape	23.9%	22.2%	21.8%	26.2%	24.5%	22.0%	22.0%	24.3%	24.2%	23.1%	24.3%	22.0%	21.5%	34.8%	30.3%	30.3%	31.4%	26.9%
PRO-CHOICE	52.9%	65.2%	67.4%	51.3%	43.5%	49.2%	66.5%	48.4%	58.7%	46.7%	54.4%	49.2%	59.3%	41.6%	50.7%	43.0%	45.9%	52.8%
During 1st Trimester	16.5%	21.7%	14.5%	18.4%	10.5%	18.5%	17.6%	16.2%	18.0%	14.9%	15.9%	18.5%	26.9%	19.6%	22.0%	22.0%	19.3%	30.7%
Until 20th Week	8.7%	4.5%	10.3%	10.1%	11.8%	5.6%	7.9%	9.0%	9.0%	8.3%	9.8%	5.6%	5.1%	6.6%	7.7%	3.7%	7.0%	3.2%
Legal:All Circumstance	27.7%	39.1%	42.5%	22.8%	21.2%	25.2%	41.1%	23.2%	31.7%	23.4%	28.8%	25.2%	27.3%	15.4%	20.9%	17.3%	19.6%	18.9%
DK/REFUSED	5.2%	3.6%	2.9%	5.5%	4.9%	7.0%	3.2%	5.9%	4.4%	6.1%	4.5%	7.0%	5.3%	6.3%	5.8%	6.2%	5.5%	7.3%
Net Diff.	-11.0%	-34.1%	-37.6%	-8.1%	8.1%	-5.5%	-36.1%	-2.6%	-21.9%	0.6%	-13.4%	-5.5%	-23.9%	10.6%	-7.1%	7.7%	2.7%	-12.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
PRO-LIFE	41.9%	22.8%	41.2%	29.9%	44.8%	34.1%	46.6%	46.5%	38.0%	47.0%	41.7%	36.9%	55.7%	35.9%	32.8%	42.7%	44.2%	
Shouldn't Be Legal	8.2%	0.1%	13.0%	10.1%	10.7%	11.3%	8.2%	5.6%	10.4%	7.0%	8.6%	9.1%	9.5%	12.3%	3.0%	7.5%	8.4%	
Protect Mother's Life	9.8%	-	11.4%	2.0%	15.9%	5.0%	19.9%	10.6%	9.1%	16.9%	5.1%	7.0%	-	5.7%	8.9%	7.9%	13.2%	
Case of Incest/Rape	23.9%	22.8%	16.8%	17.8%	18.2%	17.8%	18.5%	30.3%	18.5%	23.1%	28.0%	20.8%	46.3%	17.9%	21.0%	27.3%	22.6%	
PRO-CHOICE	52.9%	77.0%	53.2%	67.1%	49.2%	62.2%	46.6%	47.5%	57.5%	46.6%	56.2%	56.2%	44.3%	57.1%	61.2%	53.4%	50.3%	
During 1st Trimester	16.5%	3.8%	13.8%	13.8%	10.1%	12.8%	9.5%	22.0%	11.8%	19.7%	12.4%	17.2%	8.2%	24.8%	8.8%	18.1%	16.4%	
Until 20th Week	8.7%	11.9%	10.7%	10.4%	11.5%	12.3%	7.4%	6.1%	10.9%	7.2%	12.7%	6.3%	-	8.3%	8.9%	9.9%	9.4%	
Legal:All Circumstance	27.7%	61.3%	28.6%	43.0%	27.6%	37.1%	29.8%	19.4%	34.8%	19.7%	31.1%	32.8%	36.1%	24.0%	43.5%	25.4%	24.6%	
DK/REFUSED	5.2%	0.2%	5.6%	2.9%	6.0%	3.7%	6.8%	5.9%	4.5%	6.4%	2.1%	6.9%	-	7.0%	6.0%	4.0%	5.5%	
Net Diff.	-11.0%	-54.2%	-12.0%	-37.2%	-4.4%	-28.1%	-0.1%	-1.0%	-19.5%	0.4%	-14.6%	-19.4%	11.5%	-21.1%	-28.4%	-10.7%	-6.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

23. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
PRO-LIFE	41.9%	42.5%	39.5%	48.2%	16.9%	54.5%	37.9%	61.1%	62.4%	50.1%	20.2%	5.4%	-	5.8%	
Shouldn't Be Legal	8.2%	9.5%	6.9%	7.6%	0.1%	15.1%	13.0%	16.0%	17.9%	-	-	-	-	-	
Protect Mother's Life	9.8%	6.6%	11.6%	11.2%	4.0%	20.0%	0.2%	0.1%	0.2%	-	20.2%	-	-	-	
Case of Incest/Rape	23.9%	26.4%	20.9%	29.4%	12.9%	19.5%	24.7%	45.0%	44.4%	50.1%	-	5.4%	-	5.8%	
PRO-CHOICE	52.9%	49.4%	55.9%	46.8%	83.1%	45.5%	59.1%	31.8%	29.8%	49.9%	64.7%	90.0%	100.0%	89.4%	
During 1st Trimester	16.5%	17.7%	13.1%	13.4%	38.9%	7.7%	30.7%	14.3%	10.2%	49.9%	36.1%	16.6%	100.0%	11.6%	
Until 20th Week	8.7%	6.2%	10.0%	10.1%	21.2%	-	5.0%	12.0%	13.4%	-	15.3%	34.5%	-	36.6%	
Legal:All Circumstance	27.7%	25.5%	32.8%	23.3%	22.9%	37.7%	23.4%	5.6%	6.2%	-	13.3%	38.8%	-	41.2%	
DK/REFUSED	5.2%	8.1%	4.6%	5.0%	-	-	3.0%	7.0%	7.8%	-	15.2%	4.6%	-	4.9%	
Net Diff.	-11.0%	-7.0%	-16.5%	1.4%	-66.1%	9.1%	-21.2%	29.3%	32.7%	0.2%	-44.5%	-84.5%	-100%	-83.6%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
WHITE	82.0%	96.7%	90.2%	82.7%	76.3%	88.1%	91.9%	81.5%	79.5%	99.7%	100.0%	95.2%	88.7%
NON-WHITE	17.7%	3.3%	9.8%	17.3%	23.1%	11.9%	8.1%	18.5%	19.9%	0.3%	-	4.8%	11.3%
African-American/Black	11.7%	0.1%	6.6%	8.5%	17.2%	5.4%	8.1%	12.3%	13.5%	0.3%	-	2.5%	5.5%
Hispanic/Latino	3.0%	3.1%	3.1%	3.0%	3.0%	6.6%	-	1.7%	2.8%	-	-	2.3%	3.0%
Asian/Asian-American	2.0%	-	-	4.7%	1.6%	-	-	3.3%	2.2%	-	-	-	2.1%
Other	1.0%	-	-	1.1%	1.4%	-	-	1.2%	1.3%	-	-	-	0.8%
REFUSED	0.3%	-	-	-	0.6%	-	-	-	0.6%	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
WHITE	82.0%	86.2%	65.2%	81.4%	81.5%	87.4%	78.9%	88.5%	88.1%	88.1%	100.0%	74.4%	74.2%	97.6%	99.7%
NON-WHITE	17.7%	13.8%	34.8%	17.1%	18.5%	12.6%	21.1%	11.5%	11.9%	11.9%	-	25.0%	25.1%	2.4%	0.3%
African-American/Black	11.7%	9.5%	17.4%	8.4%	16.3%	7.1%	21.1%	11.5%	4.0%	4.0%	-	20.4%	20.6%	2.4%	-
Hispanic/Latino	3.0%	1.0%	11.9%	5.0%	2.1%	-	-	-	3.5%	3.5%	-	2.7%	2.7%	-	0.3%
Asian/Asian-American	2.0%	2.5%	2.8%	2.0%	-	5.5%	-	-	2.9%	2.9%	-	1.3%	1.3%	-	-
Other	1.0%	0.8%	2.7%	1.8%	-	-	-	-	1.5%	1.5%	-	0.6%	0.6%	-	-
REFUSED	0.3%	-	-	1.5%	-	-	-	-	-	-	-	0.7%	0.7%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		BOTH BAL- LOTS
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	
Total	300	140	133	8	133	128	5	26	33	10
WHITE	82.0%	87.7%	88.0%	82.7%	74.7%	74.5%	80.2%	88.5%	96.2%	99.7%
NON-WHITE	17.7%	12.3%	12.0%	17.3%	24.6%	25.5%	-	11.5%	3.8%	0.3%
African-American/Black	11.7%	4.1%	4.4%	-	20.3%	21.1%	-	8.3%	0.1%	-
Hispanic/Latino	3.0%	3.6%	3.9%	-	2.3%	2.4%	-	3.1%	3.6%	0.3%
Asian/Asian-American	2.0%	3.0%	2.2%	17.3%	1.3%	1.4%	-	0.1%	-	-
Other	1.0%	1.5%	1.6%	-	0.6%	0.7%	-	-	-	-
REFUSED	0.3%	-	-	-	0.7%	-	19.8%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

BANNER 5

	REGISTERED PARTY																REGISTERED PARTY		Other	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			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
<b>Total</b>	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
<b>WHITE</b>	82.0%	80.1%	88.7%	81.9%	83.5%	80.4%	83.1%	80.0%	87.6%	81.5%	82.4%	87.3%	68.3%	83.0%	68.3%	90.6%	66.9%	86.3%	86.7%	79.9%	100.0%
<b>NON-WHITE</b>	17.7%	19.5%	11.3%	18.1%	16.5%	19.6%	16.1%	19.5%	12.4%	18.1%	17.6%	12.7%	31.7%	16.6%	31.7%	9.4%	32.0%	13.7%	13.3%	20.1%	-
African-American/Black	11.7%	12.6%	7.2%	8.7%	12.0%	11.3%	12.6%	13.0%	7.8%	13.5%	7.0%	4.0%	16.9%	11.0%	16.9%	2.2%	27.7%	7.4%	6.2%	19.8%	-
Hispanic/Latino	3.0%	2.8%	4.1%	3.7%	2.6%	3.8%	1.7%	3.4%	-	2.5%	4.8%	5.5%	-	3.3%	-	5.2%	3.3%	*	-	0.3%	-
Asian/Asian-American	2.0%	2.7%	-	3.2%	1.9%	2.5%	1.8%	1.7%	4.6%	1.7%	3.2%	1.8%	7.7%	1.7%	7.7%	2.0%	0.9%	3.1%	3.5%	-	-
Other	1.0%	1.4%	-	2.6%	-	2.0%	-	1.4%	-	0.4%	2.6%	1.4%	7.1%	0.7%	7.1%	-	-	3.2%	3.6%	-	-
<b>REFUSED</b>	0.3%	0.4%	-	-	-	-	0.8%	0.5%	-	0.5%	-	-	-	0.4%	-	-	1.1%	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
WHITE	82.0%	89.3%	94.2%	85.6%	81.4%	89.8%	75.6%	85.2%	89.2%	82.0%	100.0%	75.6%	77.4%	87.1%	90.1%	74.0%	83.0%	100.0%	100.0%	100.0%
NON-WHITE	17.7%	10.7%	5.8%	14.4%	18.6%	10.2%	23.0%	14.8%	10.8%	18.0%	-	24.4%	22.6%	12.9%	9.9%	23.4%	17.0%	-	-	-
African-American/Black	11.7%	4.4%	-	9.7%	16.6%	2.8%	17.0%	8.2%	9.4%	7.2%	-	17.5%	9.7%	6.3%	6.1%	23.4%	10.4%	-	-	-
Hispanic/Latino	3.0%	4.1%	5.8%	2.6%	-	5.2%	1.3%	3.7%	1.4%	5.5%	-	-	2.8%	2.9%	3.8%	-	4.6%	-	-	-
Asian/Asian-American	2.0%	2.2%	%	1.1%	-	2.3%	3.3%	2.0%	-	3.7%	-	3.7%	7.1%	3.8%	-	-	-	-	-	-
Other	1.0%	-	-	1.0%	2.0%	-	1.3%	0.9%	-	1.7%	-	3.2%	2.9%	-	-	-	2.0%	-	-	-
REFUSED	0.3%	-	-	-	-	-	1.4%	-	-	-	-	-	-	-	-	2.5%	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
WHITE	82.0%	-	-	-	-	-	-	88.6%	75.0%	92.4%	83.3%	82.1%	80.6%	84.8%	85.5%	78.6%	77.0%	90.3%	100.0%	100.0%
NON-WHITE	17.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	11.4%	24.3%	7.6%	16.7%	17.5%	18.7%	15.2%	14.5%	21.4%	21.8%	9.7%	-	-
African-American/Black	11.7%	67.1%	73.9%	55.2%	100.0%	100.0%	100.0%	3.8%	19.9%	7.6%	8.3%	12.0%	12.2%	10.2%	7.4%	12.4%	15.7%	8.3%	-	-
Hispanic/Latino	3.0%	18.0%	5.8%	24.9%	-	-	-	3.4%	2.7%	-	4.2%	2.8%	4.1%	1.5%	3.3%	1.5%	4.7%	1.4%	-	-
Asian/Asian-American	2.0%	7.9%	14.5%	13.7%	-	-	-	2.8%	1.2%	-	-	2.7%	1.6%	2.7%	3.8%	5.9%	-	-	-	-
Other	1.0%	7.0%	5.8%	6.2%	-	-	-	1.4%	0.6%	-	4.3%	-	0.8%	0.7%	-	1.5%	1.4%	-	-	-
REFUSED	0.3%	-	-	-	-	-	-	-	0.7%	-	-	0.5%	0.7%	-	-	-	1.2%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
WHITE	82.0%	-	-	-	-	83.9%	79.3%	80.1%	77.7%	87.4%	80.2%	100.0%	100.0%	-	-	-	-	83.2%	81.4%	75.1%	85.3%
NON-WHITE	17.7%	100.0%	100.0%	100.0%	100.0%	16.1%	19.9%	19.9%	22.3%	12.6%	18.5%	-	-	100.0%	100.0%	100.0%	100.0%	16.8%	18.1%	24.9%	14.7%
African-American/Black	11.7%	64.9%	67.4%	100.0%	100.0%	8.8%	15.0%	6.7%	17.4%	10.9%	13.5%	-	-	54.7%	75.1%	100.0%	100.0%	10.5%	12.8%	15.6%	7.8%
Hispanic/Latino	3.0%	22.0%	9.7%	-	-	1.5%	3.9%	3.1%	2.1%	-	5.0%	-	-	9.3%	19.6%	-	-	2.2%	3.0%	-	3.7%
Asian/Asian-American	2.0%	8.6%	18.1%	-	-	3.5%	1.1%	7.3%	2.8%	-	-	-	-	22.0%	5.4%	-	-	3.5%	0.9%	7.8%	2.0%
Other	1.0%	4.5%	4.8%	-	-	2.3%	-	2.8%	-	1.7%	-	-	-	14.0%	-	-	-	0.7%	1.3%	1.5%	1.2%
REFUSED	0.3%	-	-	-	-	-	0.8%	-	-	-	1.3%	-	-	-	-	-	-	-	0.6%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
WHITE	82.0%	89.7%	77.9%	100.0%	100.0%	-	-	-	-	84.6%	79.1%	85.0%	76.5%	84.1%	80.7%	100.0%	100.0%	-	-	-	-
NON-WHITE	17.7%	10.3%	21.0%	-	-	100.0%	100.0%	100.0%	100.0%	15.4%	20.2%	15.0%	23.5%	15.9%	18.3%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	11.7%	6.4%	17.3%	-	-	62.5%	71.0%	100.0%	100.0%	6.8%	15.9%	5.1%	17.4%	9.0%	15.0%	-	-	44.5%	78.6%	100.0%	100.0%
Hispanic/Latino	3.0%	3.9%	2.4%	-	-	12.8%	16.8%	-	-	3.0%	3.2%	1.6%	3.0%	4.8%	3.3%	-	-	19.8%	15.8%	-	-
Asian/Asian-American	2.0%	-	-	-	-	20.7%	5.2%	-	-	3.8%	0.6%	6.8%	1.6%	-	-	-	-	25.0%	3.0%	-	-
Other	1.0%	-	1.3%	-	-	3.9%	7.1%	-	-	1.6%	0.5%	1.3%	1.5%	2.1%	-	-	-	10.7%	2.6%	-	-
REFUSED	0.3%	-	1.1%	-	-	-	-	-	-	-	0.6%	-	-	-	1.0%	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. What is your main racial background?

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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
WHITE	82.0%	84.4%	83.4%	96.4%	79.7%	79.1%	86.1%	82.7%	73.7%	83.1%	77.3%	85.6%	80.3%	100.0%	100.0%	-	-	-	-
NON-WHITE	17.7%	15.6%	16.6%	3.6%	20.3%	20.3%	11.9%	17.3%	26.3%	16.9%	22.7%	14.4%	18.6%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	11.7%	9.1%	16.6%	3.6%	8.8%	14.2%	4.4%	17.3%	19.0%	9.4%	13.6%	8.7%	14.6%	-	-	58.0%	69.8%	100.0%	100.0%
Hispanic/Latino	3.0%	2.8%	-	-	4.8%	3.5%	2.3%	-	5.2%	1.9%	2.7%	3.7%	4.0%	-	-	17.7%	17.1%	-	-
Asian/Asian-American	2.0%	2.1%	-	-	3.6%	2.1%	5.1%	-	1.0%	4.1%	5.1%	-	-	-	-	13.3%	10.5%	-	-
Other	1.0%	1.7%	-	-	3.0%	0.5%	-	-	1.0%	1.5%	1.3%	1.9%	-	-	-	11.0%	2.6%	-	-
REFUSED	0.3%	-	-	-	-	0.6%	2.0%	-	-	-	-	-	1.1%	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
WHITE	82.0%	83.5%	88.7%	78.8%	77.0%	84.6%	86.5%	80.3%	82.6%	81.2%	81.0%	84.6%	83.6%	80.2%	83.5%	78.2%	81.6%	80.4%
NON-WHITE	17.7%	16.5%	11.3%	20.0%	23.0%	15.4%	13.5%	19.2%	16.8%	18.8%	18.5%	15.4%	16.4%	19.8%	16.5%	21.8%	18.4%	19.6%
African-American/Black	11.7%	-	6.8%	10.2%	20.3%	14.2%	3.9%	14.4%	7.1%	16.9%	10.8%	14.2%	6.4%	13.1%	6.4%	17.2%	9.0%	16.7%
Hispanic/Latino	3.0%	4.9%	-	6.9%	1.3%	1.2%	2.1%	3.3%	4.6%	1.3%	3.6%	1.2%	-	3.2%	1.5%	3.1%	1.9%	2.9%
Asian/Asian-American	2.0%	11.5%	-	1.6%	1.4%	-	4.9%	1.0%	3.2%	0.6%	2.7%	-	8.2%	2.4%	6.3%	1.5%	5.7%	-
Other	1.0%	-	4.5%	1.2%	-	-	2.6%	0.4%	1.9%	-	1.4%	-	1.8%	1.1%	2.2%	-	1.7%	-
REFUSED	0.3%	-	-	1.2%	-	-	-	0.4%	0.6%	-	0.4%	-	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

24. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
WHITE	82.0%	90.7%	80.5%	81.5%	83.3%	80.4%	87.7%	81.3%	82.6%	89.7%	72.3%	83.5%	71.4%	78.8%	80.4%	83.0%	84.3%	
NON-WHITE	17.7%	9.3%	18.8%	17.2%	16.7%	18.7%	12.3%	18.7%	16.8%	10.3%	26.7%	16.5%	28.6%	21.2%	19.6%	17.0%	15.0%	
African-American/Black	11.7%	0.4%	15.4%	7.9%	16.7%	12.5%	12.3%	10.9%	12.4%	9.5%	17.4%	8.3%	0.6%	12.5%	17.4%	7.7%	12.7%	
Hispanic/Latino	3.0%	5.2%	3.4%	7.7%	-	5.2%	-	2.1%	3.7%	-	4.7%	4.5%	28.0%	2.4%	-	3.4%	0.8%	
Asian/Asian-American	2.0%	-	-	-	-	-	-	4.3%	-	0.8%	4.5%	1.6%	-	6.3%	0.8%	5.9%	-	
Other	1.0%	3.7%	-	1.5%	-	1.0%	-	1.3%	0.7%	0.8%	-	2.2%	-	-	2.2%	-	1.5%	
REFUSED	0.3%	-	0.8%	1.3%	-	0.9%	-	-	0.6%	-	1.0%	-	-	-	-	-	0.7%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
18-29	11.0%	8.4%	12.1%	9.7%	20.6%	7.7%	22.5%	17.1%	47.6%	11.4%	9.8%	35.4%	11.9%	12.2%	-	1.3%
30-40	15.0%	16.9%	13.7%	8.8%	19.7%	17.0%	8.1%	9.8%	-	13.7%	12.9%	24.9%	16.6%	16.1%	36.5%	13.9%
41-55	27.0%	26.8%	33.2%	26.1%	13.1%	28.8%	20.8%	19.9%	25.0%	26.4%	28.1%	1.2%	26.0%	25.8%	33.4%	39.5%
56-65	20.7%	24.8%	16.9%	12.6%	25.3%	22.7%	13.8%	16.8%	-	23.1%	22.1%	36.8%	18.1%	18.5%	-	21.0%
OVER 65	26.0%	23.1%	22.9%	42.8%	21.3%	23.4%	34.8%	36.4%	27.4%	24.8%	26.4%	1.7%	27.5%	27.4%	30.1%	24.4%
REFUSED	0.3%	-	1.2%	-	-	0.4%	-	-	-	0.7%	0.7%	-	-	-	-	-
Mean	51.67	51.92	50.44	55.45	48.23	51.92	50.83	52.63	42.38	51.80	52.53	41.07	51.23	51.27	49.88	53.88

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	38	32	76	154	47	16	68	169	7	1	44	109
18-29	11.0%	3.6%	15.8%	7.4%	13.6%	14.2%	8.5%	5.4%	12.6%	-	-	14.8%	9.5%
30-40	15.0%	29.5%	21.1%	10.0%	12.6%	27.5%	36.6%	10.7%	11.2%	15.2%	-	31.5%	18.5%
41-55	27.0%	32.7%	41.1%	32.1%	20.1%	36.0%	35.2%	28.3%	23.2%	36.3%	-	31.9%	32.5%
56-65	20.7%	11.5%	12.6%	29.2%	20.4%	9.1%	12.5%	30.2%	20.8%	17.0%	100.0%	7.5%	19.7%
OVER 65	26.0%	20.0%	9.4%	21.4%	33.3%	13.1%	7.1%	25.5%	31.6%	31.4%	-	14.4%	19.8%
REFUSED	0.3%	2.6%	-	-	-	-	-	-	0.6%	-	-	-	-
Mean	51.67	49.15	45.03	53.25	52.90	44.97	44.29	54.67	53.04	55.06	60.50	44.38	50.08

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 3

	TOTAL								U.S. SENATE BALLOT						
	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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
18-29	11.0%	14.9%	5.2%	5.0%	3.6%	27.0%	21.1%	0.9%	11.5%	11.5%	-	11.3%	11.4%	-	1.8%
30-40	15.0%	16.7%	23.6%	5.6%	16.2%	14.2%	16.2%	26.5%	13.1%	13.1%	11.6%	17.2%	17.3%	-	11.8%
41-55	27.0%	29.5%	23.6%	30.4%	17.8%	23.6%	29.4%	20.6%	27.4%	27.3%	88.4%	26.0%	26.2%	-	33.9%
56-65	20.7%	16.5%	17.0%	28.1%	22.3%	17.6%	19.4%	32.2%	23.2%	23.2%	-	19.0%	19.2%	-	9.6%
OVER 65	26.0%	21.5%	30.5%	30.9%	40.1%	17.5%	13.9%	19.9%	24.1%	24.2%	-	26.5%	25.9%	100.0%	43.0%
REFUSED	0.3%	0.9%	-	-	-	-	-	-	0.7%	0.7%	-	-	-	-	-
Mean	51.67	48.96	52.50	56.38	56.60	45.58	46.21	52.73	51.71	51.72	46.50	51.21	51.08	70.00	56.70



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	BOTH BAL- LOTS
Total	300	140	133	8	133	128	5	26	33	10
18-29	11.0%	11.9%	11.5%	18.8%	12.1%	11.6%	26.2%	0.9%	4.2%	2.0%
30-40	15.0%	13.3%	12.9%	21.2%	16.8%	17.4%	-	14.7%	30.5%	13.6%
41-55	27.0%	26.4%	26.9%	17.3%	26.5%	26.8%	19.8%	32.7%	32.1%	39.0%
56-65	20.7%	23.2%	22.9%	28.2%	17.7%	17.1%	34.3%	22.0%	10.0%	11.0%
OVER 65	26.0%	24.5%	25.1%	14.6%	26.8%	27.1%	19.7%	29.7%	20.2%	34.4%
REFUSED	0.3%	0.7%	0.7%	-	-	-	-	-	3.0%	-
Mean	51.67	51.69	51.94	47.38	50.96	50.99	50.21	55.15	48.72	54.69

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2	
18-29	11.0%	12.3%	8.3%	16.7%	3.2%	11.9%	9.9%	8.4%	14.8%	10.6%	12.5%	6.2%	24.3%	9.4%	24.3%	10.7%	7.0%	15.3%	16.7%	0.3%	23.7%	
30-40	15.0%	19.2%	3.7%	18.0%	9.8%	14.4%	15.7%	12.9%	20.2%	16.1%	15.0%	13.5%	17.0%	15.4%	17.0%	10.4%	15.3%	20.4%	19.0%	37.1%	-	
41-55	27.0%	28.3%	25.2%	28.6%	30.6%	30.4%	23.5%	27.7%	25.7%	25.5%	33.1%	37.9%	0.5%	28.8%	0.5%	17.9%	28.5%	36.6%	36.9%	41.2%	-	
56-65	20.7%	18.9%	24.5%	19.3%	22.1%	23.6%	16.1%	23.7%	16.3%	21.9%	15.1%	15.8%	38.3%	20.3%	38.3%	29.9%	14.3%	15.7%	15.5%	21.4%	-	
OVER 65	26.0%	20.8%	38.2%	16.6%	34.3%	19.1%	34.8%	26.8%	23.0%	25.9%	23.0%	25.2%	20.0%	25.7%	20.0%	31.2%	34.9%	11.0%	10.8%	-	76.3%	
REFUSED	0.3%	0.4%	-	0.8%	-	0.7%	-	0.5%	-	-	1.2%	1.4%	-	0.4%	-	-	-	1.1%	1.2%	-	-	
Mean	51.67	49.44	56.95	47.63	56.27	50.37	53.20	53.14	48.83	51.75	49.97	52.32	49.02	51.90	49.02	54.61	53.78	45.98	45.71	45.76	58.98	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
18-29	11.0%	14.9%	3.5%	16.9%	5.8%	9.3%	14.0%	8.1%	10.4%	15.7%	35.9%	-	12.5%	-	-	-
30-40	15.0%	11.8%	25.4%	31.5%	8.6%	8.7%	12.0%	11.4%	20.7%	18.9%	-	4.4%	29.5%	-	5.1%	25.6%
41-55	27.0%	17.9%	24.4%	36.8%	17.9%	31.1%	36.5%	15.1%	28.4%	38.0%	45.3%	26.3%	28.1%	52.5%	22.1%	19.0%
56-65	20.7%	25.5%	18.9%	3.4%	35.0%	11.3%	25.0%	31.0%	5.9%	14.9%	18.8%	32.4%	21.0%	47.5%	34.1%	39.0%
OVER 65	26.0%	29.9%	27.7%	11.3%	32.6%	39.6%	10.7%	34.4%	34.5%	11.3%	-	36.9%	8.9%	-	38.8%	16.4%
REFUSED	0.3%	-	-	-	-	-	1.8%	-	-	1.2%	-	-	-	-	-	-
Mean	51.67	52.57	52.30	42.66	57.00	54.73	48.50	55.96	51.09	46.02	41.54	59.60	45.70	53.94	60.13	53.17

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
18-29	11.0%	7.1%	10.6%	17.0%	22.9%	11.1%	9.8%	8.1%	5.9%	9.9%	-	5.7%	21.0%	10.7%	22.1%	-	5.2%	18.5%	10.1%	6.9%
30-40	15.0%	6.6%	16.1%	19.3%	24.7%	14.1%	19.6%	8.0%	9.3%	7.0%	-	39.1%	24.3%	11.3%	10.4%	15.4%	4.2%	19.6%	25.9%	8.3%
41-55	27.0%	19.8%	10.7%	34.7%	23.2%	46.2%	26.6%	22.5%	31.6%	15.2%	17.4%	28.0%	25.0%	25.4%	37.7%	28.0%	19.2%	35.7%	23.4%	21.9%
56-65	20.7%	32.5%	29.5%	11.0%	5.1%	16.8%	18.4%	27.2%	29.4%	25.5%	11.4%	8.2%	11.4%	21.3%	12.3%	24.5%	34.2%	8.2%	14.7%	27.8%
OVER 65	26.0%	34.1%	33.2%	18.0%	24.2%	11.8%	25.7%	34.1%	23.9%	42.4%	71.2%	19.1%	18.3%	31.4%	17.5%	32.2%	37.3%	18.0%	26.0%	35.1%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	51.67	56.98	54.30	46.66	45.16	48.16	51.01	55.88	54.27	57.19	65.09	46.74	45.14	53.48	46.62	56.14	58.67	45.90	49.72	56.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

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

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
18-29	11.0%	7.9%	9.4%	15.2%	-	-	-	11.0%	10.6%	15.7%	14.6%	9.7%	5.8%	16.2%	8.7%	16.9%	3.7%	15.6%	5.0%	16.6%
30-40	15.0%	17.9%	-	6.2%	16.2%	-	-	11.1%	19.0%	21.3%	33.5%	8.3%	9.0%	20.8%	13.2%	27.3%	6.1%	15.1%	10.2%	23.3%
41-55	27.0%	28.8%	32.8%	26.2%	16.1%	36.5%	12.7%	28.1%	26.2%	11.9%	47.8%	21.0%	26.9%	30.9%	26.7%	29.6%	27.0%	32.1%	25.2%	30.6%
56-65	20.7%	27.2%	31.5%	24.2%	40.6%	35.7%	36.1%	23.8%	17.9%	-	4.1%	25.5%	25.6%	15.1%	22.9%	11.3%	27.6%	18.4%	23.9%	14.2%
OVER 65	26.0%	18.2%	26.3%	28.3%	27.1%	27.8%	51.2%	25.4%	26.2%	51.1%	-	35.6%	32.7%	16.3%	28.5%	15.0%	35.7%	17.4%	35.7%	14.5%
REFUSED	0.3%	-	-	-	-	-	-	0.7%	-	-	-	-	-	0.7%	-	-	-	1.4%	-	0.9%
Mean	51.67	51.14	55.42	52.72	56.93	58.58	63.77	52.47	50.94	52.63	40.58	55.57	55.80	46.78	53.29	45.02	57.62	48.35	56.31	45.86

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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 COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
18-29	11.0%	9.6%	14.0%	-	-	13.2%	10.3%	20.1%	9.1%	6.7%	11.0%	13.5%	9.9%	11.8%	12.1%	-	-	16.9%	6.8%	17.0%	9.7%
30-40	15.0%	4.5%	7.0%	-	10.3%	16.7%	13.7%	19.7%	25.2%	13.9%	6.8%	18.0%	16.0%	10.0%	5.4%	1.0%	7.2%	6.8%	21.5%	10.6%	29.2%
41-55	27.0%	31.3%	32.9%	20.4%	34.3%	27.8%	25.9%	22.9%	26.2%	32.4%	25.8%	27.9%	24.7%	27.4%	27.8%	20.2%	25.3%	19.7%	32.4%	17.5%	31.2%
56-65	20.7%	33.9%	19.9%	47.6%	23.4%	18.6%	20.5%	12.5%	16.5%	24.4%	22.9%	17.3%	17.8%	25.1%	32.1%	31.9%	42.7%	23.9%	17.6%	26.0%	9.0%
OVER 65	26.0%	20.7%	26.3%	32.0%	32.0%	23.7%	29.5%	24.8%	23.0%	22.6%	33.5%	23.3%	31.6%	25.6%	22.6%	46.8%	24.8%	32.8%	21.6%	29.0%	21.0%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	51.67	53.87	51.94	60.99	56.61	50.13	52.75	47.55	49.62	52.57	54.66	49.66	52.66	52.58	53.30	62.15	57.85	53.17	50.47	52.08	47.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
18-29	11.0%	16.8%	4.4%	16.6%	7.3%	18.1%	5.2%	-	-	7.8%	13.6%	11.6%	15.0%	2.8%	12.8%	5.1%	16.4%	22.3%	3.0%	-	-
30-40	15.0%	3.7%	14.8%	7.3%	23.4%	3.9%	14.0%	-	14.2%	12.2%	18.5%	16.6%	29.2%	6.6%	12.2%	11.9%	21.5%	14.1%	7.1%	18.5%	5.7%
41-55	27.0%	21.5%	33.6%	19.2%	31.7%	22.3%	33.6%	17.5%	27.3%	27.9%	27.7%	27.8%	22.6%	27.9%	30.6%	26.5%	26.8%	35.1%	28.7%	27.0%	23.5%
56-65	20.7%	22.2%	25.2%	21.7%	16.6%	34.6%	22.6%	49.0%	28.1%	25.3%	15.6%	21.5%	8.2%	30.1%	19.9%	24.7%	12.8%	28.4%	26.9%	54.3%	31.0%
OVER 65	26.0%	35.8%	22.1%	35.1%	21.1%	20.9%	24.8%	33.5%	30.4%	26.9%	24.7%	22.4%	25.0%	32.6%	24.5%	31.7%	22.4%	0.1%	34.3%	0.3%	39.8%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	51.67	54.04	53.03	53.41	49.89	51.97	53.19	61.49	56.35	53.58	49.64	50.60	47.06	57.39	51.15	55.27	47.71	44.28	57.24	52.44	59.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
18-29	11.0%	8.2%	5.9%	5.0%	10.2%	13.6%	14.5%	5.7%	15.5%	10.8%	13.9%	5.4%	13.3%	8.4%	13.9%	6.7%	12.8%	-	-
30-40	15.0%	10.6%	4.0%	8.8%	13.7%	19.1%	13.2%	17.8%	23.0%	14.8%	28.0%	6.3%	12.8%	9.9%	22.3%	14.4%	7.0%	14.5%	6.3%
41-55	27.0%	27.8%	36.6%	16.1%	29.6%	26.2%	30.1%	31.6%	22.2%	29.4%	20.7%	26.2%	30.1%	25.1%	26.1%	42.5%	24.3%	22.9%	25.2%
56-65	20.7%	25.4%	34.1%	28.7%	21.2%	17.0%	13.1%	28.1%	15.8%	24.5%	10.8%	26.5%	21.3%	25.6%	14.0%	24.8%	29.1%	42.7%	34.3%
OVER 65	26.0%	27.1%	19.3%	41.5%	23.9%	24.2%	29.1%	16.8%	23.6%	20.5%	26.6%	34.0%	22.5%	30.0%	23.7%	11.6%	26.9%	20.0%	34.2%
REFUSED	0.3%	0.8%	-	-	1.4%	-	-	-	-	-	-	1.6%	-	0.9%	-	-	-	-	-
Mean	51.67	53.81	54.53	58.35	51.68	49.64	50.78	51.49	48.38	51.00	48.14	56.79	50.70	54.50	48.66	50.13	53.50	55.84	58.99



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
18-29	11.0%	11.2%	10.3%	-	18.1%	63.5%	-	12.0%	14.8%	-	-	63.5%	-	10.6%	6.0%	-	27.0%	-	-		
30-40	15.0%	16.2%	9.6%	8.8%	-	-	67.5%	22.6%	14.7%	19.7%	-	-	46.3%	10.9%	4.8%	0.6%	-	-	100.0%		
41-55	27.0%	25.9%	30.5%	23.6%	62.3%	22.1%	32.5%	25.8%	22.3%	14.9%	40.5%	22.1%	53.7%	26.1%	38.4%	30.2%	73.0%	-	-		
56-65	20.7%	19.4%	26.9%	36.0%	8.8%	14.4%	-	16.0%	23.1%	28.6%	26.8%	14.4%	-	22.3%	30.5%	41.5%	-	-	-		
OVER 65	26.0%	26.8%	22.7%	31.6%	10.8%	-	-	23.7%	25.1%	36.8%	32.7%	-	-	29.5%	20.3%	27.6%	-	-	-		
REFUSED	0.3%	0.4%	-	-	-	-	-	-	-	-	-	-	-	0.7%	-	-	-	-	-		
Mean	51.67	51.49	52.58	58.30	47.03	34.25	39.23	49.33	50.88	57.10	58.55	34.25	41.98	53.31	54.20	59.20	41.39	-	35.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
18-29	11.0%	100.0%	-	-	-	-	42.3%	-	20.8%	-	14.9%	-	37.2%	-	21.3%	-	16.4%	-
30-40	15.0%	-	100.0%	-	-	-	57.7%	-	28.3%	-	20.4%	-	62.8%	-	36.0%	-	27.8%	-
41-55	27.0%	-	-	100.0%	-	-	-	36.6%	50.9%	-	36.6%	-	-	37.8%	42.7%	-	33.0%	-
56-65	20.7%	-	-	-	100.0%	-	-	28.1%	-	44.3%	28.1%	-	-	26.1%	-	42.0%	22.8%	-
OVER 65	26.0%	-	-	-	-	100.0%	-	35.3%	-	55.7%	-	100.0%	-	36.1%	-	58.0%	-	100.0%
REFUSED	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	51.67	23.50	35.00	48.00	60.50	70.00	30.13	59.27	39.24	65.79	45.20	70.00	30.73	59.20	38.11	66.01	43.21	70.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146	
18-29	11.0%	49.9%	-	20.2%	-	13.6%	-	12.5%	9.7%	2.4%	17.1%	14.0%	52.5%	26.4%	10.8%	4.4%	3.6%	
30-40	15.0%	50.1%	-	20.3%	-	13.6%	-	21.1%	9.8%	2.0%	19.9%	23.7%	5.7%	17.4%	21.5%	16.3%	13.2%	
41-55	27.0%	-	35.8%	59.5%	-	39.9%	-	25.1%	28.6%	16.4%	29.5%	35.5%	36.3%	20.4%	11.2%	26.0%	32.5%	
56-65	20.7%	-	29.4%	-	45.9%	32.8%	-	17.3%	23.5%	20.3%	22.2%	19.5%	-	22.0%	22.4%	27.0%	20.0%	
OVER 65	26.0%	-	34.7%	-	54.1%	-	100.0%	23.9%	27.8%	58.9%	10.1%	7.3%	5.5%	13.8%	34.0%	26.4%	30.0%	
REFUSED	0.3%	-	-	-	-	-	-	-	0.6%	-	1.0%	-	-	-	-	-	0.7%	
Mean	51.67	29.26	59.33	40.41	65.64	47.01	70.00	49.62	53.43	62.64	46.21	45.55	35.59	45.06	52.84	53.98	54.55	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

25. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
18-29	11.0%	19.7%	11.7%	-	5.3%	5.0%	15.3%	9.3%	10.3%	-	-	24.9%	100.0%	20.3%	
30-40	15.0%	16.4%	23.5%	3.4%	19.8%	8.7%	26.9%	15.0%	16.8%	-	-	18.5%	-	19.6%	
41-55	27.0%	27.4%	21.0%	36.9%	16.6%	28.1%	35.1%	36.9%	35.4%	50.1%	72.1%	28.6%	-	30.3%	
56-65	20.7%	18.7%	19.9%	22.6%	16.7%	29.9%	13.3%	13.6%	15.2%	-	27.9%	18.5%	-	19.6%	
OVER 65	26.0%	17.8%	23.9%	35.6%	41.7%	28.3%	9.4%	20.1%	16.7%	49.9%	-	9.6%	-	10.2%	
REFUSED	0.3%	-	-	1.6%	-	-	-	5.1%	5.7%	-	-	-	-	-	
Mean	51.67	47.30	49.80	58.38	55.38	55.62	44.49	50.01	48.90	58.98	51.49	43.93	23.50	45.17	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDE- CIED		
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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
Total	300	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
MALE	46.0%	46.9%	44.4%	44.8%	48.2%	47.4%	41.3%	43.2%	32.5%	54.6%	53.4%	72.9%	36.2%	37.1%	-	49.9%
FEMALE	54.0%	53.1%	55.6%	55.2%	51.8%	52.6%	58.7%	56.8%	67.5%	45.4%	46.6%	27.1%	63.8%	62.9%	100.0%	50.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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 BOTH
Total	300	38	32	76	154	47	16	68	169	7	1	44	109
MALE	46.0%	54.5%	35.1%	54.3%	42.1%	40.2%	62.9%	49.3%	44.7%	31.7%	100.0%	40.7%	48.3%
FEMALE	54.0%	45.5%	64.9%	45.7%	57.9%	59.8%	37.1%	50.7%	55.3%	68.3%	-	59.3%	51.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
MALE	46.0%	60.9%	52.8%	35.0%	28.8%	40.5%	27.2%	42.1%	56.5%	56.6%	-	37.1%	36.6%	97.6%	25.6%
FEMALE	54.0%	39.1%	47.2%	65.0%	71.2%	59.5%	72.8%	57.9%	43.5%	43.4%	100.0%	62.9%	63.4%	2.4%	74.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	UNDE-	CIED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIED			
Total	300	140	133	8	133	128	5	26	33	10
MALE	46.0%	57.7%	56.1%	85.1%	37.0%	36.7%	43.8%	29.5%	53.9%	29.4%
FEMALE	54.0%	42.3%	43.9%	14.9%	63.0%	63.3%	56.2%	70.5%	46.1%	70.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

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							
<b>Total</b>	300	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
<b>MALE</b>	46.0%	46.2%	49.9%	57.1%	45.3%	48.2%	44.0%	48.3%	48.3%	44.6%	51.3%	44.3%	59.8%	44.5%	59.8%	53.9%	39.5%	42.8%	42.7%	32.1%	100.0%
<b>FEMALE</b>	54.0%	53.8%	50.1%	42.9%	54.7%	51.8%	56.0%	51.7%	51.7%	55.4%	48.7%	55.7%	40.2%	55.5%	40.2%	46.1%	60.5%	57.2%	57.3%	67.9%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
MALE	46.0%	100.0%	100.0%	100.0%	-	-	-	55.4%	36.3%	40.3%	40.0%	47.5%	58.3%	0.8%	47.6%	40.3%
FEMALE	54.0%	-	-	-	100.0%	100.0%	100.0%	44.6%	63.7%	59.7%	60.0%	52.5%	41.7%	99.2%	52.4%	59.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
MALE	46.0%	56.2%	54.3%	31.1%	42.1%	20.2%	46.7%	53.7%	53.3%	54.1%	11.1%	100.0%	100.0%	100.0%	-	-	-	27.5%	47.8%	54.9%	
FEMALE	54.0%	43.8%	45.7%	68.9%	57.9%	79.8%	53.3%	46.3%	46.7%	45.9%	88.9%	-	-	-	100.0%	100.0%	100.0%	72.5%	52.2%	45.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
MALE	46.0%	52.7%	45.8%	46.9%	56.3%	26.6%	41.3%	53.6%	37.5%	72.8%	50.7%	44.7%	42.2%	46.7%	100.0%	100.0%	-	-	44.7%	43.3%
FEMALE	54.0%	47.3%	54.2%	53.1%	43.7%	73.4%	58.7%	46.4%	62.5%	27.2%	49.3%	55.3%	57.8%	53.3%	-	-	100.0%	100.0%	55.3%	56.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
MALE	46.0%	32.7%	65.9%	25.5%	56.7%	48.7%	37.8%	100.0%	100.0%	-	-	46.5%	37.1%	59.9%	42.3%	36.8%	43.9%	44.6%	47.0%	100.0%	100.0%
FEMALE	54.0%	67.3%	34.1%	74.5%	43.3%	51.3%	62.2%	-	-	100.0%	100.0%	53.5%	62.9%	40.1%	57.7%	63.2%	56.1%	55.4%	53.0%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
MALE	46.0%	-	-	40.3%	49.2%	66.0%	38.3%	66.1%	28.5%	56.1%	37.0%	100.0%	100.0%	-	-	56.4%	35.7%	54.6%	43.0%	42.2%	40.5%
FEMALE	54.0%	100.0%	100.0%	59.7%	50.8%	34.0%	61.7%	33.9%	71.5%	43.9%	63.0%	-	-	100.0%	100.0%	43.6%	64.3%	45.4%	57.0%	57.8%	59.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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-ABORTION: MALE	PRO-CHOICE	PRO-ABORTION: FEMALE	PRO-CHOICE	PRO-ABORTION: WHITE	PRO-CHOICE	PRO-ABORTION: NON-WHITE	PRO-CHOICE	PRO-ABORTION: AFRICAN-AMER.	PRO-CHOICE	
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
MALE	46.0%	51.1%	31.6%	49.8%	58.3%	41.3%	61.5%	32.2%	32.2%	100.0%	100.0%	-	-	50.3%	40.4%	55.1%	46.2%	52.9%	39.7%
FEMALE	54.0%	48.9%	68.4%	50.2%	41.7%	58.7%	38.5%	67.8%	67.8%	-	-	100.0%	100.0%	49.7%	59.6%	44.9%	53.8%	47.1%	60.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. Gender:

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	-	1	
MALE	46.0%	45.6%	48.6%	42.8%	32.9%	100.0%	60.6%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	-	
FEMALE	54.0%	54.4%	51.4%	57.2%	67.1%	-	39.4%	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	100.0%	-	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
MALE	46.0%	52.3%	64.8%	42.8%	38.5%	42.3%	59.5%	41.4%	51.0%	40.7%	47.5%	42.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FEMALE	54.0%	47.7%	35.2%	57.2%	61.5%	57.7%	40.5%	58.6%	49.0%	59.3%	52.5%	57.7%	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
MALE	46.0%	-	-	-	-	-	-	100.0%	-	44.6%	52.9%	40.8%	34.8%	46.2%	41.7%	48.0%	47.7%
FEMALE	54.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	55.4%	47.1%	59.2%	65.2%	53.8%	58.3%	52.0%	52.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

26. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
MALE	46.0%	42.3%	48.4%	44.0%	57.2%	48.7%	42.4%	61.5%	57.0%	100.0%	21.5%	34.0%	100.0%	30.0%	
FEMALE	54.0%	57.7%	51.6%	56.0%	42.8%	51.3%	57.6%	38.5%	43.0%	-	78.5%	66.0%	-	70.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. Interview:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDE- CIED		
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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
Total	300	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
LANDLINE	34.5%	31.6%	31.4%	46.1%	37.2%	29.1%	52.9%	58.3%	27.4%	35.4%	36.0%	27.1%	34.6%	34.7%	30.1%	26.2%
MOBILE PHONE	32.4%	34.9%	34.4%	36.5%	10.9%	34.8%	24.0%	19.0%	47.5%	33.3%	31.4%	61.3%	31.2%	31.9%	-	34.0%
TEXT	33.2%	33.5%	34.2%	17.4%	51.9%	36.1%	23.1%	22.7%	25.1%	31.3%	32.6%	11.6%	34.3%	33.4%	69.9%	39.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. Interview:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
LANDLINE	34.5%	17.2%	28.0%	37.4%	38.7%	15.3%	20.1%	38.8%	39.4%	16.4%	100.0%	19.3%	29.8%
MOBILE PHONE	32.4%	40.3%	33.2%	34.6%	29.2%	32.6%	42.7%	31.2%	31.8%	45.7%	-	40.3%	35.8%
TEXT	33.2%	42.5%	38.8%	28.0%	32.2%	52.0%	37.2%	30.0%	28.8%	37.8%	-	40.3%	34.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. Interview:

BANNER 3

	IMPORTANT ISSUES								U.S. SENATE BALLOT						
	TOTAL	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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
LANDLINE	34.5%	28.3%	39.6%	40.4%	48.8%	42.0%	13.9%	29.3%	34.8%	34.8%	-	32.4%	32.0%	97.6%	54.9%
MOBILE PHONE	32.4%	33.7%	28.2%	33.6%	19.8%	50.7%	38.4%	23.0%	32.9%	32.9%	50.4%	33.5%	33.8%	2.4%	11.8%
TEXT	33.2%	38.0%	32.2%	26.0%	31.4%	7.3%	47.7%	47.7%	32.3%	32.3%	49.6%	34.0%	34.3%	-	33.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. Interview:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENERG CIED		BOTH BAL- LOTS
		VOTE ZENERG	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENERG	
Total	300	140	133	8	133	128	5	26	33	10
LANDLINE	34.5%	34.8%	36.8%	-	32.6%	32.4%	37.3%	42.3%	20.0%	48.1%
MOBILE PHONE	32.4%	34.6%	32.5%	71.5%	31.8%	32.2%	19.8%	23.6%	34.0%	13.6%
TEXT	33.2%	30.6%	30.7%	28.5%	35.7%	35.4%	42.8%	34.1%	46.0%	38.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. Interview:

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												
Total	300	221	69	117	119		149	127		215	49		201	82		72	17		274	17		114	92		94	83		9	2
LANDLINE	34.5%	27.3%	52.4%	24.8%	48.2%		30.0%	40.3%		34.2%	35.6%		36.0%	29.1%		29.4%	32.1%		34.3%	32.1%		38.9%	42.6%		21.1%	18.2%		36.9%	76.3%
MOBILE PHONE	32.4%	34.6%	28.2%	37.7%	27.5%		40.9%	25.7%		31.7%	31.0%		30.7%	37.0%		29.1%	53.7%		30.3%	53.7%		33.1%	27.1%		36.6%	37.5%		31.4%	23.7%
TEXT	33.2%	38.0%	19.3%	37.5%	24.3%		29.1%	33.9%		34.1%	33.4%		33.3%	33.9%		41.5%	14.2%		35.5%	14.2%		28.0%	30.2%		42.3%	44.3%		31.6%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
LANDLINE	34.5%	40.7%	37.6%	18.5%	36.8%	45.9%	23.1%	42.9%	47.7%	23.4%	0.1%	33.4%	6.5%	-	38.5%	-
MOBILE PHONE	32.4%	36.9%	32.3%	42.2%	28.8%	23.8%	32.5%	29.8%	19.8%	33.6%	65.5%	40.1%	55.3%	47.5%	38.9%	83.4%
TEXT	33.2%	22.5%	30.0%	39.3%	34.5%	30.4%	44.5%	27.3%	32.5%	42.9%	34.4%	26.6%	38.1%	52.5%	22.6%	16.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
LANDLINE	34.5%	37.8%	46.8%	24.2%	31.5%	17.0%	38.3%	40.1%	28.8%	49.3%	99.7%	30.8%	29.0%	37.5%	21.3%	46.3%	43.3%	25.7%	40.4%	45.2%	
MOBILE PHONE	32.4%	36.2%	24.3%	32.4%	25.6%	39.2%	29.6%	32.9%	30.9%	34.6%	-	39.5%	27.4%	38.6%	29.2%	31.5%	26.3%	33.3%	23.7%	27.6%	
TEXT	33.2%	26.0%	28.9%	43.4%	42.9%	43.8%	32.1%	26.9%	40.3%	16.1%	0.3%	29.7%	43.5%	23.9%	49.5%	22.2%	30.5%	41.0%	35.9%	27.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
LANDLINE	34.5%	15.7%	33.5%	11.0%	12.9%	45.3%	19.8%	35.9%	32.9%	51.1%	12.7%	42.6%	43.2%	25.9%	42.2%	23.3%	44.0%	28.1%	49.9%	25.6%
MOBILE PHONE	32.4%	27.1%	44.9%	63.8%	16.1%	53.8%	57.3%	32.8%	31.9%	25.6%	37.9%	29.6%	25.9%	37.3%	33.6%	39.4%	20.2%	35.4%	17.9%	37.1%
TEXT	33.2%	57.2%	21.6%	25.2%	71.0%	0.8%	22.9%	31.3%	35.3%	23.2%	49.4%	27.7%	30.9%	36.9%	24.2%	37.3%	35.8%	36.5%	32.2%	37.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
LANDLINE	34.5%	16.2%	27.0%	25.0%	40.1%	34.2%	39.1%	39.7%	28.1%	29.1%	45.7%	34.2%	45.8%	34.4%	13.7%	55.8%	18.3%	42.2%	29.6%	43.9%	26.9%
MOBILE PHONE	32.4%	57.4%	38.2%	54.5%	33.9%	31.4%	30.5%	33.2%	37.9%	29.8%	25.9%	31.3%	21.7%	32.3%	62.4%	25.6%	61.5%	28.9%	34.0%	35.8%	37.9%
TEXT	33.2%	26.4%	34.8%	20.5%	26.0%	34.3%	30.5%	27.1%	33.9%	41.1%	28.4%	34.5%	32.5%	33.2%	23.9%	18.6%	20.2%	29.0%	36.5%	20.4%	35.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
LANDLINE	34.5%	40.8%	31.9%	45.8%	32.3%	24.1%	18.2%	32.2%	25.6%	36.9%	31.7%	35.3%	29.1%	38.9%	33.3%	41.7%	33.2%	10.5%	27.0%	23.5%	31.0%
MOBILE PHONE	32.4%	23.3%	30.4%	22.6%	32.3%	59.9%	39.2%	50.6%	47.0%	31.9%	33.0%	40.0%	36.0%	21.6%	31.3%	27.1%	29.6%	58.4%	44.6%	61.8%	45.7%
TEXT	33.2%	35.9%	37.6%	31.6%	35.4%	16.0%	42.6%	17.2%	27.5%	31.2%	35.2%	24.6%	34.9%	39.6%	35.4%	31.2%	37.2%	31.2%	28.4%	14.7%	23.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
LANDLINE	34.5%	38.6%	29.3%	59.5%	33.3%	30.3%	41.2%	28.6%	24.5%	35.8%	29.8%	41.6%	30.7%	42.7%	33.4%	16.8%	19.5%	28.9%	24.2%
MOBILE PHONE	32.4%	32.2%	33.9%	16.8%	37.9%	34.4%	24.3%	47.5%	36.3%	39.6%	37.8%	24.5%	32.0%	28.3%	30.4%	53.2%	47.9%	58.6%	45.5%
TEXT	33.2%	29.2%	36.9%	23.6%	28.8%	35.2%	34.5%	23.9%	39.2%	24.7%	32.4%	33.9%	37.2%	29.0%	36.2%	30.0%	32.6%	12.5%	30.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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.	Other	
Total	300	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	-	1	
LANDLINE	34.5%	37.7%	20.2%	28.1%	-	0.2%	28.0%	37.5%	15.7%	21.2%	-	0.2%	46.3%	37.9%	24.4%	33.2%	-	-	-		
MOBILE PHONE	32.4%	28.6%	48.9%	48.4%	50.7%	73.5%	-	34.7%	48.2%	48.1%	26.8%	73.5%	-	23.4%	49.6%	48.6%	62.4%	-	-		
TEXT	33.2%	33.8%	31.0%	23.5%	49.3%	26.3%	72.0%	27.8%	36.2%	30.7%	73.2%	26.3%	53.7%	38.7%	26.0%	18.2%	37.6%	-	100.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
LANDLINE	34.5%	7.6%	4.6%	21.0%	33.9%	78.0%	5.8%	44.7%	13.5%	58.5%	19.2%	78.0%	9.8%	45.4%	15.2%	59.4%	20.6%	74.1%
MOBILE PHONE	32.4%	50.4%	43.1%	35.4%	34.8%	12.6%	46.2%	27.2%	40.7%	22.5%	39.0%	12.6%	45.5%	33.0%	46.8%	23.6%	43.8%	16.2%
TEXT	33.2%	42.0%	52.4%	43.6%	31.3%	9.3%	48.0%	28.1%	45.8%	19.1%	41.7%	9.3%	44.7%	21.6%	38.0%	17.0%	35.6%	9.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
LANDLINE	34.5%	-	44.3%	11.8%	57.8%	18.0%	80.9%	33.4%	35.4%	100.0%	-	-	-	19.1%	30.8%	32.6%	45.1%
MOBILE PHONE	32.4%	47.1%	23.1%	34.4%	21.7%	34.7%	10.0%	37.2%	28.3%	-	100.0%	-	50.5%	40.5%	34.4%	33.1%	26.9%
TEXT	33.2%	52.9%	32.6%	53.8%	20.5%	47.3%	9.1%	29.4%	36.4%	-	-	100.0%	49.5%	40.4%	34.8%	34.3%	28.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

27. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
LANDLINE	34.5%	23.4%	30.3%	51.4%	41.7%	44.5%	19.8%	14.9%	16.7%	-	54.9%	18.6%	-	19.7%	
MOBILE PHONE	32.4%	34.9%	35.9%	29.9%	18.1%	31.1%	27.1%	58.7%	53.9%	100.0%	15.3%	42.7%	-	45.3%	
TEXT	33.2%	41.7%	33.9%	18.7%	40.2%	24.4%	53.0%	26.4%	29.4%	-	29.8%	38.7%	100.0%	35.0%	

























DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

28. HD:

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
HD 74	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	









DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

BANNER 1

	AREA				VOTER LIKELIHOOD				GENERIC BALLOT							
	WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
WINSTON SALEM	45.0%	100.0%	-	-	-	45.4%	43.6%	43.3%	44.9%	43.6%	44.4%	31.5%	45.4%	46.5%	-	52.7%
CLEMMONS	28.0%	-	100.0%	-	-	27.0%	31.5%	33.2%	23.2%	32.7%	32.4%	37.6%	23.3%	23.1%	33.4%	24.9%
LEWISVILLE	16.0%	-	-	100.0%	-	15.1%	18.9%	18.1%	22.9%	13.7%	13.3%	19.4%	19.2%	18.9%	30.1%	10.5%
REST OF DISTRICT	11.0%	-	-	-	100.0%	12.5%	6.0%	5.4%	9.0%	10.0%	9.9%	11.6%	12.0%	11.4%	36.5%	11.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

BANNER 2

	JEFF ZENGER				CARLA DAY				ZENGER/DAY				
	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	38	32	76	154	47	16	68	169	7	1	44	109
WINSTON SALEM	45.0%	45.2%	23.4%	51.5%	46.3%	41.5%	58.4%	48.3%	43.3%	32.2%	-	38.6%	44.8%
CLEMMONS	28.0%	34.4%	19.2%	14.5%	34.9%	23.1%	26.5%	17.9%	33.6%	50.9%	-	25.2%	21.2%
LEWISVILLE	16.0%	5.7%	32.1%	24.4%	11.0%	22.3%	0.1%	20.7%	13.9%	16.9%	-	19.3%	20.8%
REST OF DISTRICT	11.0%	14.8%	25.4%	9.6%	7.8%	13.1%	14.9%	13.1%	9.2%	-	100.0%	16.9%	13.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
WINSTON SALEM	45.0%	43.9%	43.8%	41.6%	59.5%	58.0%	37.9%	22.7%	44.6%	44.6%	11.6%	44.2%	44.5%	2.4%	59.4%
CLEMMONS	28.0%	30.5%	28.9%	30.4%	22.1%	17.9%	30.9%	13.3%	31.6%	31.5%	88.4%	23.5%	23.6%	6.6%	39.2%
LEWISVILLE	16.0%	15.7%	17.3%	16.8%	7.1%	10.8%	31.2%	19.2%	13.8%	13.8%	-	19.5%	19.6%	-	0.2%
REST OF DISTRICT	11.0%	9.9%	10.1%	11.2%	11.4%	13.4%	-	44.8%	10.0%	10.0%	-	12.8%	12.2%	91.0%	1.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR UNDE- ZENGER CIED		BOTH BAL- LOTS
		VOTE ZENGER	Vote	Lean	VOTE DAY	Vote	Lean	FIRM UNDE- CIED	VOTE ZENGER	
Total	300	140	133	8	133	128	5	26	33	10
WINSTON SALEM	45.0%	45.6%	44.4%	65.5%	45.2%	46.3%	16.7%	41.0%	42.4%	53.2%
CLEMMONS	28.0%	31.3%	31.9%	20.9%	23.8%	22.2%	63.6%	31.7%	34.1%	45.2%
LEWISVILLE	16.0%	13.5%	14.3%	-	18.1%	18.8%	-	18.7%	6.3%	0.3%
REST OF DISTRICT	11.0%	9.6%	9.4%	13.6%	12.9%	12.7%	19.7%	8.6%	17.2%	1.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
WINSTON SALEM	45.0%	44.0%	51.1%	49.6%	42.6%	47.1%	44.7%	45.0%	44.1%	44.4%	46.3%	50.1%	43.4%	45.9%	43.4%	51.2%	56.3%	26.4%	22.9%	43.3%	100.0%
CLEMMONS	28.0%	28.0%	26.1%	24.8%	26.0%	28.9%	22.5%	30.6%	17.6%	27.9%	28.7%	27.8%	33.6%	27.9%	33.6%	23.7%	14.2%	46.6%	49.9%	26.0%	-
LEWISVILLE	16.0%	15.5%	16.9%	13.7%	20.7%	14.3%	20.9%	14.2%	22.7%	16.5%	13.7%	9.3%	22.4%	14.6%	22.4%	13.7%	14.6%	20.2%	19.5%	29.8%	-
REST OF DISTRICT	11.0%	12.6%	5.9%	12.0%	10.8%	9.7%	12.0%	10.2%	15.6%	11.2%	11.3%	12.8%	0.5%	11.6%	0.5%	11.3%	14.9%	6.8%	7.6%	1.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
WINSTON SALEM	45.0%	50.4%	59.5%	26.6%	52.2%	54.2%	26.2%	50.3%	53.3%	23.4%	59.7%	64.5%	45.0%	53.2%	66.7%	20.7%
CLEMMONS	28.0%	20.1%	14.0%	49.5%	28.0%	14.4%	44.5%	23.9%	11.3%	47.4%	21.9%	17.6%	42.1%	46.8%	12.5%	55.5%
LEWISVILLE	16.0%	13.1%	15.4%	19.5%	14.5%	14.0%	20.6%	13.3%	16.6%	21.3%	18.3%	10.8%	12.9%	-	12.5%	23.8%
REST OF DISTRICT	11.0%	16.4%	11.1%	4.4%	5.3%	17.3%	8.7%	12.5%	18.8%	7.9%	-	7.2%	-	-	8.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
WINSTON SALEM	45.0%	52.6%	57.1%	44.2%	48.8%	39.7%	41.6%	48.7%	37.9%	57.4%	64.9%	55.2%	44.5%	43.6%	39.3%	39.1%	54.6%	42.4%	33.1%	47.9%
CLEMMONS	28.0%	21.6%	25.3%	25.7%	21.6%	29.8%	32.3%	25.0%	31.7%	19.6%	11.8%	22.3%	34.1%	24.1%	27.3%	30.7%	26.0%	23.9%	34.3%	24.8%
LEWISVILLE	16.0%	14.7%	12.0%	16.6%	13.7%	19.5%	14.4%	17.0%	19.6%	14.9%	23.0%	10.6%	11.5%	18.9%	19.3%	17.0%	14.8%	19.4%	17.1%	16.2%
REST OF DISTRICT	11.0%	11.1%	5.5%	13.4%	15.9%	10.9%	11.7%	9.4%	10.8%	8.2%	0.3%	12.0%	9.9%	13.4%	14.1%	13.2%	4.7%	14.2%	15.4%	11.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
WINSTON SALEM	45.0%	54.8%	72.0%	53.0%	59.5%	82.7%	33.5%	45.7%	43.6%	67.7%	41.4%	47.8%	44.0%	48.2%	43.1%	49.4%	44.7%	47.1%	41.1%	44.8%
CLEMMONS	28.0%	36.5%	21.5%	25.8%	27.6%	8.6%	46.6%	30.6%	25.6%	22.0%	29.1%	26.1%	30.1%	24.7%	28.8%	26.1%	31.0%	23.4%	31.2%	25.1%
LEWISVILLE	16.0%	-	6.4%	21.1%	-	8.7%	19.9%	14.0%	18.3%	7.4%	17.5%	15.6%	14.0%	18.1%	13.0%	17.4%	14.6%	18.7%	13.7%	20.4%
REST OF DISTRICT	11.0%	8.6%	-	-	12.9%	-	-	9.7%	12.6%	2.9%	12.1%	10.5%	11.9%	9.0%	15.1%	7.0%	9.6%	10.8%	13.9%	9.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
WINSTON SALEM	45.0%	58.0%	67.1%	46.7%	77.0%	40.6%	54.7%	40.4%	59.1%	40.8%	52.1%	36.5%	52.9%	61.9%	64.4%	50.7%	63.5%	46.7%	44.2%	45.6%	45.9%
CLEMMONS	28.0%	22.6%	22.6%	34.8%	7.7%	29.9%	24.8%	29.8%	22.4%	30.0%	26.2%	31.9%	23.5%	19.6%	26.7%	22.4%	24.6%	22.7%	31.5%	20.9%	30.9%
LEWISVILLE	16.0%	15.5%	5.0%	12.5%	7.5%	21.2%	9.9%	19.4%	9.4%	22.8%	10.2%	22.6%	11.4%	13.6%	4.5%	18.0%	6.0%	17.7%	14.5%	17.4%	14.7%
REST OF DISTRICT	11.0%	3.9%	5.3%	6.0%	7.8%	8.3%	10.6%	10.5%	9.2%	6.3%	11.5%	9.0%	12.2%	4.8%	4.5%	8.9%	6.0%	13.0%	9.8%	16.1%	8.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 Area:

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
WINSTON SALEM	45.0%	47.6%	42.7%	40.0%	44.1%	79.7%	46.4%	67.5%	49.9%	46.8%	45.5%	47.6%	46.9%	45.8%	44.7%	45.4%	42.0%	54.2%	60.3%	27.5%	65.2%
CLEMMONS	28.0%	24.1%	32.1%	25.2%	30.2%	10.4%	35.2%	16.6%	27.8%	29.7%	25.9%	25.8%	25.9%	34.8%	26.0%	31.2%	25.0%	21.4%	27.2%	30.5%	22.0%
LEWISVILLE	16.0%	17.9%	14.3%	21.3%	13.7%	-	18.4%	-	22.3%	13.8%	17.9%	12.6%	19.5%	15.4%	16.9%	12.8%	20.2%	19.3%	9.1%	30.5%	8.5%
REST OF DISTRICT	11.0%	10.4%	10.9%	13.6%	12.0%	9.9%	-	15.9%	-	9.7%	10.7%	14.1%	7.7%	4.0%	12.5%	10.5%	12.7%	5.1%	3.4%	11.5%	4.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23
WINSTON SALEM	45.0%	46.0%	50.0%	42.7%	46.0%	43.5%	35.1%	34.1%	51.5%	44.8%	45.2%	47.3%	42.3%	43.3%	39.7%	60.7%	59.6%	42.4%	66.5%
CLEMMONS	28.0%	32.3%	39.9%	24.7%	32.9%	24.6%	30.7%	24.5%	20.9%	31.0%	24.8%	33.8%	24.4%	34.7%	23.9%	19.7%	24.8%	34.0%	14.6%
LEWISVILLE	16.0%	11.0%	10.1%	17.6%	8.7%	20.2%	23.8%	29.3%	15.3%	9.3%	22.0%	12.8%	19.0%	10.4%	22.4%	14.3%	12.3%	14.5%	14.1%
REST OF DISTRICT	11.0%	10.6%	-	15.0%	12.4%	11.7%	10.4%	12.2%	12.3%	15.0%	7.9%	6.1%	14.3%	11.6%	13.9%	5.3%	3.3%	9.1%	4.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
WINSTON SALEM	45.0%	42.2%	58.8%	56.6%	43.6%	73.5%	100.0%	40.8%	68.1%	67.5%	40.5%	73.5%	100.0%	43.4%	50.0%	48.5%	45.1%	-	100.0%		
CLEMMONS	28.0%	28.5%	24.4%	23.5%	34.7%	26.5%	-	30.0%	14.4%	7.6%	32.7%	26.5%	-	27.2%	33.9%	35.4%	35.7%	-	-		
LEWISVILLE	16.0%	16.8%	12.8%	13.8%	21.7%	-	-	16.0%	13.5%	18.0%	26.8%	-	-	17.4%	12.1%	10.7%	19.2%	-	-		
REST OF DISTRICT	11.0%	12.6%	4.0%	6.0%	-	-	-	13.2%	4.0%	6.9%	-	-	-	12.0%	3.9%	5.4%	-	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
WINSTON SALEM	45.0%	34.5%	50.6%	44.7%	53.9%	40.0%	43.8%	45.6%	44.3%	46.2%	47.0%	40.0%	45.8%	45.9%	44.3%	48.0%	46.5%	44.0%
CLEMMONS	28.0%	30.8%	25.5%	34.5%	22.9%	24.7%	27.7%	27.8%	31.2%	23.9%	28.8%	24.7%	35.0%	23.0%	34.3%	16.7%	30.5%	15.9%
LEWISVILLE	16.0%	14.1%	9.4%	15.5%	9.8%	26.3%	11.4%	17.7%	13.5%	19.0%	12.4%	26.3%	7.5%	19.7%	10.7%	22.5%	10.8%	30.7%
REST OF DISTRICT	11.0%	20.6%	14.5%	5.3%	13.5%	9.0%	17.1%	8.9%	11.1%	11.0%	11.8%	9.0%	11.7%	11.4%	10.6%	12.8%	12.2%	9.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
WINSTON SALEM	45.0%	40.8%	45.4%	44.2%	44.9%	47.4%	37.0%	45.9%	44.3%	41.2%	48.5%	45.5%	47.4%	53.3%	48.8%	34.9%	44.8%
CLEMMONS	28.0%	17.0%	31.1%	27.9%	28.8%	27.3%	31.1%	27.0%	28.8%	25.5%	29.8%	28.9%	21.6%	23.3%	20.7%	41.0%	27.4%
LEWISVILLE	16.0%	17.2%	16.3%	16.4%	16.6%	13.9%	23.1%	15.6%	16.4%	21.4%	18.0%	8.4%	22.8%	11.2%	11.0%	17.5%	17.4%
REST OF DISTRICT	11.0%	25.0%	7.1%	11.5%	9.8%	11.3%	8.7%	11.5%	10.6%	11.9%	3.7%	17.2%	8.2%	12.2%	19.4%	6.6%	10.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

29. HD 74 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
WINSTON SALEM	45.0%	50.0%	37.8%	41.1%	49.0%	50.3%	27.1%	25.7%	28.7%	-	41.6%	20.8%	-	22.1%	
CLEMMONS	28.0%	27.5%	30.6%	28.4%	22.5%	26.5%	44.7%	44.8%	38.4%	100.0%	43.1%	53.1%	100.0%	50.3%	
LEWISVILLE	16.0%	14.0%	13.6%	20.8%	20.7%	15.3%	23.1%	20.9%	23.3%	-	15.3%	15.2%	-	16.2%	
REST OF DISTRICT	11.0%	8.4%	18.0%	9.7%	7.9%	7.9%	5.1%	8.6%	9.6%	-	-	10.8%	-	11.5%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
NEWLY REGISTERED	5.9%	6.2%	4.5%	8.4%	4.4%	5.0%	8.8%	5.1%	25.8%	8.0%	7.5%	15.7%	3.6%	3.7%	-	5.7%
1 OF 4	15.1%	17.9%	12.6%	10.6%	16.7%	11.7%	26.9%	24.0%	40.3%	15.7%	13.7%	46.3%	15.2%	14.7%	36.5%	9.8%
2 OF 4	12.8%	13.9%	9.5%	8.8%	22.7%	13.1%	11.7%	14.0%	0.7%	9.4%	10.1%	0.2%	14.7%	15.1%	-	25.4%
3 OF 4	17.6%	13.7%	25.8%	19.3%	10.6%	18.3%	15.3%	11.4%	33.2%	15.8%	16.2%	10.1%	19.7%	19.4%	33.4%	16.5%
4 OF 4	48.5%	48.3%	47.5%	52.8%	45.7%	51.8%	37.4%	45.4%	-	50.9%	52.5%	27.6%	46.7%	47.1%	30.1%	42.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
NEWLY REGISTERED	5.9%	3.1%	6.2%	3.5%	7.7%	4.5%	-	3.9%	7.7%	-	-	2.3%	3.4%
1 OF 4	15.1%	5.7%	10.4%	14.2%	18.9%	12.1%	15.3%	13.5%	16.6%	-	-	10.3%	11.4%
2 OF 4	12.8%	24.5%	11.4%	11.3%	10.9%	17.2%	22.1%	14.2%	10.1%	47.3%	-	23.9%	15.6%
3 OF 4	17.6%	23.6%	26.7%	18.8%	13.7%	23.6%	22.0%	18.2%	15.4%	49.9%	100.0%	30.7%	23.7%
4 OF 4	48.5%	43.0%	45.2%	52.1%	48.9%	42.7%	40.6%	50.2%	50.2%	2.8%	-	32.8%	45.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
NEWLY REGISTERED	5.9%	6.1%	8.3%	6.3%	-	7.6%	11.4%	-	8.1%	8.1%	-	4.1%	4.1%	-	0.3%
1 OF 4	15.1%	15.8%	14.1%	10.4%	16.2%	19.4%	18.1%	24.7%	15.8%	15.8%	50.4%	14.4%	14.5%	-	15.0%
2 OF 4	12.8%	12.2%	13.1%	10.0%	20.6%	6.4%	15.9%	13.8%	8.7%	8.7%	11.6%	15.3%	15.5%	-	32.5%
3 OF 4	17.6%	19.0%	6.2%	20.9%	8.5%	17.9%	34.5%	11.5%	15.3%	15.3%	-	20.7%	20.9%	2.4%	9.0%
4 OF 4	48.5%	46.9%	58.2%	52.4%	54.8%	48.7%	20.1%	49.9%	52.0%	52.0%	38.0%	45.4%	45.0%	97.6%	43.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			ZENGER	BAL-	
							FIRM		LOTS	
							UNDE-			
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
NEWLY REGISTERED	5.9%	8.4%	7.8%	18.8%	4.4%	4.6%	-	0.1%	3.6%	0.3%
1 OF 4	15.1%	14.6%	14.2%	20.9%	16.3%	16.9%	-	12.3%	3.1%	17.3%
2 OF 4	12.8%	8.2%	7.9%	14.8%	15.9%	16.5%	-	21.7%	22.0%	37.4%
3 OF 4	17.6%	13.9%	13.7%	17.3%	17.8%	17.8%	16.7%	36.8%	21.6%	10.3%
4 OF 4	48.5%	54.9%	56.4%	28.2%	45.7%	44.2%	83.3%	29.1%	49.6%	34.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	221	69	117	119	149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
NEWLY REGISTERED	5.9%	6.7%	4.1%	8.0%	3.1%	7.6%	4.9%	6.9%	-	4.5%	10.5%	10.0%	8.6%	5.9%	8.6%	6.9%	2.6%	7.9%	8.9%	0.3%	-
1 OF 4	15.1%	17.2%	10.5%	18.5%	10.3%	16.1%	15.8%	16.4%	14.6%	16.1%	11.4%	10.1%	15.7%	14.5%	15.7%	14.5%	19.5%	11.6%	10.9%	15.7%	23.7%
2 OF 4	12.8%	13.8%	9.4%	13.4%	11.4%	14.7%	11.2%	13.9%	2.6%	14.3%	10.1%	10.3%	7.0%	13.2%	7.0%	13.8%	14.3%	10.1%	9.7%	1.2%	76.3%
3 OF 4	17.6%	17.1%	17.3%	15.5%	19.4%	15.6%	14.5%	16.0%	25.8%	17.8%	18.1%	16.9%	28.9%	17.6%	28.9%	15.8%	13.4%	24.1%	23.9%	30.0%	-
4 OF 4	48.5%	45.1%	58.7%	44.6%	55.7%	46.0%	53.6%	46.9%	57.0%	47.4%	50.0%	52.8%	39.8%	48.8%	39.8%	48.9%	50.3%	46.3%	46.6%	52.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
NEWLY REGISTERED	5.9%	4.3%	2.7%	6.3%	9.9%	2.5%	9.1%	3.8%	2.1%	9.1%	37.1%	3.6%	0.2%	-	0.4%	-
1 OF 4	15.1%	17.1%	9.1%	17.8%	11.5%	26.3%	6.9%	13.5%	20.3%	11.5%	24.4%	18.4%	12.2%	52.5%	17.0%	-
2 OF 4	12.8%	13.1%	12.3%	8.7%	14.7%	15.6%	11.2%	15.2%	10.5%	10.7%	0.1%	22.7%	6.5%	-	26.2%	-
3 OF 4	17.6%	13.8%	22.6%	21.7%	18.2%	7.4%	25.8%	15.8%	13.3%	24.0%	16.3%	14.0%	24.3%	-	8.8%	26.0%
4 OF 4	48.5%	51.7%	53.4%	45.5%	45.7%	48.2%	46.9%	51.7%	53.8%	44.6%	22.0%	41.3%	56.7%	47.5%	47.6%	74.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110	
NEWLY REGISTERED	5.9%	2.1%	9.7%	6.8%	6.8%	6.8%	1.5%	8.4%	9.6%	7.5%	-	-	2.8%	7.4%	9.9%	0.3%	9.6%	7.9%	-	6.3%	
1 OF 4	15.1%	19.4%	8.1%	18.7%	22.4%	15.1%	15.4%	10.9%	5.3%	15.5%	-	10.1%	16.7%	15.1%	22.6%	14.2%	6.1%	18.9%	13.4%	10.5%	
2 OF 4	12.8%	15.5%	10.6%	16.2%	16.5%	16.0%	9.3%	13.9%	17.4%	11.1%	12.1%	12.3%	6.7%	15.0%	18.0%	11.6%	12.6%	16.2%	4.1%	15.4%	
3 OF 4	17.6%	5.7%	24.7%	18.7%	13.3%	24.0%	27.0%	12.3%	13.8%	11.1%	-	37.6%	18.9%	10.9%	10.1%	34.1%	14.0%	19.1%	30.1%	12.5%	
4 OF 4	48.5%	57.3%	46.9%	39.6%	41.0%	38.1%	46.9%	54.4%	53.8%	54.8%	87.9%	40.0%	54.9%	51.5%	39.4%	39.8%	57.7%	37.9%	52.4%	55.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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>12</b>	<b>17</b>	<b>19</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>150</b>	<b>146</b>	<b>3</b>	<b>70</b>	<b>219</b>	<b>141</b>	<b>135</b>	<b>60</b>	<b>63</b>	<b>82</b>	<b>72</b>	<b>114</b>	<b>115</b>
<b>NEWLY REGISTERED</b>	<b>5.9%</b>	<b>-</b>	<b>6.4%</b>	<b>20.8%</b>	<b>-</b>	<b>0.8%</b>	<b>-</b>	<b>7.7%</b>	<b>3.9%</b>	<b>11.8%</b>	<b>12.7%</b>	<b>4.0%</b>	<b>4.7%</b>	<b>7.1%</b>	<b>3.9%</b>	<b>6.0%</b>	<b>5.3%</b>	<b>8.0%</b>	<b>2.4%</b>	<b>7.4%</b>
<b>1 OF 4</b>	<b>15.1%</b>	<b>17.5%</b>	<b>22.7%</b>	<b>13.6%</b>	<b>26.2%</b>	<b>18.0%</b>	<b>12.4%</b>	<b>16.1%</b>	<b>13.8%</b>	<b>17.3%</b>	<b>12.2%</b>	<b>16.0%</b>	<b>14.6%</b>	<b>15.5%</b>	<b>12.0%</b>	<b>15.9%</b>	<b>16.5%</b>	<b>15.1%</b>	<b>13.2%</b>	<b>14.8%</b>
<b>2 OF 4</b>	<b>12.8%</b>	<b>16.3%</b>	<b>26.9%</b>	<b>5.7%</b>	<b>13.8%</b>	<b>36.3%</b>	<b>10.2%</b>	<b>9.9%</b>	<b>15.0%</b>	<b>52.2%</b>	<b>9.9%</b>	<b>13.7%</b>	<b>12.9%</b>	<b>12.5%</b>	<b>11.4%</b>	<b>9.4%</b>	<b>14.0%</b>	<b>15.2%</b>	<b>13.0%</b>	<b>11.8%</b>
<b>3 OF 4</b>	<b>17.6%</b>	<b>16.3%</b>	<b>18.5%</b>	<b>11.2%</b>	<b>-</b>	<b>18.2%</b>	<b>0.3%</b>	<b>15.4%</b>	<b>20.2%</b>	<b>7.6%</b>	<b>14.9%</b>	<b>17.4%</b>	<b>17.2%</b>	<b>16.6%</b>	<b>17.4%</b>	<b>17.4%</b>	<b>17.0%</b>	<b>15.9%</b>	<b>17.7%</b>	<b>16.9%</b>
<b>4 OF 4</b>	<b>48.5%</b>	<b>49.8%</b>	<b>25.5%</b>	<b>48.8%</b>	<b>60.0%</b>	<b>26.6%</b>	<b>77.2%</b>	<b>50.9%</b>	<b>47.1%</b>	<b>11.1%</b>	<b>50.3%</b>	<b>48.8%</b>	<b>50.6%</b>	<b>48.3%</b>	<b>55.3%</b>	<b>51.2%</b>	<b>47.2%</b>	<b>45.8%</b>	<b>53.7%</b>	<b>49.1%</b>



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
NEWLY REGISTERED	5.9%	14.9%	5.2%	-	0.8%	7.1%	4.7%	5.7%	5.4%	8.5%	4.2%	7.4%	3.1%	5.6%	11.3%	-	0.6%	7.4%	4.2%	2.8%	5.8%
1 OF 4	15.1%	21.2%	19.4%	26.4%	8.1%	15.3%	16.4%	15.3%	15.8%	15.3%	16.8%	13.9%	17.0%	22.4%	14.6%	27.5%	6.2%	19.6%	12.2%	21.7%	11.0%
2 OF 4	12.8%	12.6%	16.3%	19.5%	24.2%	12.5%	14.0%	11.0%	14.6%	13.9%	13.6%	12.1%	13.0%	14.5%	18.4%	19.4%	24.6%	12.2%	13.6%	11.3%	12.1%
3 OF 4	17.6%	15.8%	15.1%	6.5%	8.9%	19.1%	17.9%	19.5%	19.6%	18.7%	16.9%	18.1%	20.4%	24.1%	9.0%	10.5%	6.3%	19.2%	16.3%	18.8%	17.3%
4 OF 4	48.5%	35.4%	43.9%	47.7%	58.0%	46.0%	47.0%	48.5%	44.6%	43.7%	48.4%	48.5%	46.5%	33.4%	46.8%	42.6%	62.3%	41.6%	53.8%	45.5%	53.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
NEWLY REGISTERED	5.9%	11.1%	2.8%	7.3%	3.6%	8.1%	7.1%	0.8%	-	7.3%	4.3%	7.0%	1.7%	7.5%	5.8%	5.0%	4.6%	19.8%	3.4%	-	0.4%
1 OF 4	15.1%	17.9%	13.3%	19.2%	11.3%	21.3%	16.6%	16.2%	16.2%	13.4%	14.9%	18.7%	8.3%	6.6%	18.7%	11.2%	15.3%	25.9%	13.8%	26.2%	13.2%
2 OF 4	12.8%	12.9%	14.9%	10.7%	14.2%	19.5%	11.1%	24.8%	15.6%	12.2%	14.3%	11.2%	13.4%	13.4%	14.9%	13.4%	12.9%	5.3%	20.3%	12.0%	22.5%
3 OF 4	17.6%	19.6%	15.4%	18.0%	17.4%	25.3%	11.7%	16.9%	8.2%	15.3%	21.0%	14.5%	25.4%	16.2%	18.4%	14.5%	22.4%	19.3%	16.1%	19.0%	9.4%
4 OF 4	48.5%	38.5%	53.6%	44.8%	53.5%	25.8%	53.4%	41.3%	60.0%	51.9%	45.5%	48.6%	51.2%	56.2%	42.2%	55.9%	44.8%	29.7%	46.3%	42.7%	54.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	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	PRO-CHOICE
Total	300	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23	
NEWLY REGISTERED	5.9%	7.8%	6.8%	-	11.4%	4.9%	2.9%	-	7.7%	5.8%	3.7%	9.9%	5.8%	6.9%	4.2%	12.7%	8.0%	0.9%	-	
1 OF 4	15.1%	13.0%	22.7%	8.8%	11.3%	16.3%	22.8%	14.4%	13.1%	14.6%	16.0%	11.3%	16.5%	10.9%	16.7%	24.1%	15.1%	20.6%	14.6%	
2 OF 4	12.8%	10.0%	4.7%	11.6%	11.2%	14.8%	6.8%	13.1%	20.1%	9.0%	13.4%	11.1%	15.8%	10.9%	13.6%	5.5%	20.0%	9.4%	24.9%	
3 OF 4	17.6%	18.0%	16.1%	14.3%	20.1%	17.8%	19.3%	20.1%	16.1%	20.8%	18.4%	15.0%	17.4%	17.4%	18.7%	21.1%	15.0%	24.7%	5.5%	
4 OF 4	48.5%	51.2%	49.8%	65.3%	45.9%	46.1%	48.1%	52.3%	43.0%	49.8%	48.5%	52.7%	44.5%	53.9%	46.8%	36.7%	41.9%	44.3%	54.9%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. Voter Household General Election History:

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1
NEWLY REGISTERED	5.9%	5.1%	9.5%	0.3%	55.0%	-	-	3.5%	8.4%	-	73.2%	-	-	6.5%	10.6%	0.5%	46.2%	-	-
1 OF 4	15.1%	14.5%	18.1%	16.1%	12.1%	47.7%	-	14.2%	19.5%	14.4%	-	47.7%	-	14.8%	16.9%	17.5%	18.1%	-	-
2 OF 4	12.8%	12.6%	14.2%	19.1%	-	0.2%	28.0%	10.6%	16.0%	21.8%	-	0.2%	46.3%	14.2%	12.6%	17.1%	-	-	-
3 OF 4	17.6%	17.9%	17.0%	11.6%	20.0%	52.1%	-	16.7%	26.0%	18.5%	26.8%	52.1%	-	18.9%	8.5%	6.5%	16.7%	-	-
4 OF 4	48.5%	49.9%	41.1%	52.8%	12.8%	-	72.0%	55.0%	30.2%	45.4%	-	-	53.7%	45.6%	51.5%	58.4%	19.0%	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
NEWLY REGISTERED	5.9%	28.1%	2.2%	7.9%	-	1.2%	13.2%	3.3%	10.5%	0.7%	7.6%	1.2%	3.4%	5.0%	6.4%	1.7%	4.9%	2.9%
1 OF 4	15.1%	36.3%	17.5%	11.4%	16.1%	8.0%	25.5%	11.5%	18.3%	11.6%	17.7%	8.0%	23.7%	10.9%	14.9%	15.5%	16.8%	9.9%
2 OF 4	12.8%	12.6%	18.4%	5.3%	13.9%	16.8%	16.0%	11.8%	10.5%	15.5%	11.5%	16.8%	15.1%	9.8%	8.8%	15.6%	8.9%	20.4%
3 OF 4	17.6%	7.1%	19.1%	17.0%	23.0%	17.9%	14.0%	19.0%	15.5%	20.2%	17.6%	17.9%	18.6%	18.3%	18.9%	17.7%	20.2%	12.8%
4 OF 4	48.5%	15.8%	42.7%	58.4%	46.9%	56.0%	31.3%	54.3%	45.1%	52.0%	45.6%	56.0%	39.2%	56.0%	51.0%	49.4%	49.2%	54.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
NEWLY REGISTERED	5.9%	27.6%	2.2%	14.8%	-	9.9%	-	4.4%	7.1%	-	9.2%	8.8%	100.0%	-	-	-	-
1 OF 4	15.1%	28.2%	12.0%	21.8%	8.9%	18.5%	6.7%	15.2%	15.1%	8.4%	18.9%	18.5%	-	100.0%	-	-	-
2 OF 4	12.8%	17.2%	13.1%	12.3%	15.4%	13.8%	14.2%	11.6%	13.9%	11.5%	13.6%	13.5%	-	-	100.0%	-	-
3 OF 4	17.6%	7.3%	19.5%	12.1%	21.8%	15.3%	21.7%	18.4%	17.0%	16.7%	18.0%	18.2%	-	-	-	100.0%	-
4 OF 4	48.5%	19.8%	53.2%	39.0%	53.8%	42.4%	57.5%	50.4%	47.0%	63.5%	40.3%	41.0%	-	-	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

30. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
NEWLY REGISTERED	5.9%	16.2%	-	-	-	-	16.7%	-	-	-	-	-	-	-	
1 OF 4	15.1%	23.0%	26.8%	-	-	-	11.0%	9.3%	10.3%	-	-	18.3%	-	19.4%	
2 OF 4	12.8%	16.6%	24.1%	3.4%	-	-	12.8%	12.5%	13.9%	-	-	6.2%	-	6.5%	
3 OF 4	17.6%	18.3%	20.2%	19.4%	17.8%	3.8%	29.4%	10.5%	0.2%	100.0%	43.1%	19.4%	-	20.6%	
4 OF 4	48.5%	25.9%	29.0%	77.2%	82.2%	96.2%	30.2%	67.8%	75.6%	-	56.9%	56.1%	100.0%	53.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDE- CIDED		
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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
Total	300	135	84	48	33	232	68	56	12	146	137	9	136	133	3	18
0 OF 4	36.4%	40.5%	35.8%	31.9%	27.8%	30.9%	55.3%	48.2%	88.3%	42.3%	42.0%	46.2%	27.7%	27.5%	36.5%	54.9%
1 OF 4	25.1%	21.1%	27.5%	21.3%	41.2%	25.9%	22.6%	24.9%	11.7%	22.4%	21.8%	31.6%	28.8%	29.5%	-	20.1%
2 OF 4	21.3%	19.4%	21.6%	27.7%	18.7%	23.6%	13.2%	16.0%	-	22.2%	22.3%	21.5%	21.4%	21.1%	33.4%	12.8%
3 OF 4	8.2%	8.9%	6.6%	10.6%	5.9%	9.3%	4.4%	5.4%	-	3.7%	3.9%	0.7%	13.2%	12.8%	30.1%	6.3%
4 OF 4	9.0%	10.0%	8.5%	8.6%	6.4%	10.3%	4.6%	5.6%	-	9.4%	10.0%	-	9.0%	9.2%	-	5.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	38	32	76	154	47	16	68	169	7	1	44	109
0 OF 4	36.4%	28.9%	37.3%	38.4%	37.1%	37.2%	44.8%	38.4%	34.6%	53.6%	100.0%	42.1%	39.1%
1 OF 4	25.1%	34.4%	33.5%	19.6%	23.8%	28.8%	35.5%	16.3%	26.7%	16.7%	-	33.9%	23.8%
2 OF 4	21.3%	22.1%	12.9%	24.5%	21.3%	13.4%	13.5%	22.5%	23.7%	13.7%	-	9.5%	20.0%
3 OF 4	8.2%	2.8%	2.8%	7.0%	11.2%	11.2%	6.1%	7.8%	7.7%	16.0%	-	4.5%	5.7%
4 OF 4	9.0%	11.7%	13.5%	10.5%	6.6%	9.3%	-	15.0%	7.3%	-	-	9.9%	11.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		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	116	31	67	37	17	22	10	145	145	0	143	142	1	12
0 OF 4	36.4%	40.0%	43.3%	34.5%	35.7%	25.2%	24.8%	34.6%	42.6%	42.5%	62.0%	31.1%	31.3%	-	26.3%
1 OF 4	25.1%	23.9%	19.2%	22.0%	21.1%	39.6%	40.5%	35.1%	21.8%	21.8%	38.0%	27.3%	27.5%	-	39.7%
2 OF 4	21.3%	23.2%	12.9%	24.8%	10.7%	29.5%	23.6%	20.9%	21.7%	21.8%	-	19.8%	19.2%	91.0%	34.0%
3 OF 4	8.2%	3.0%	14.5%	9.1%	23.1%	5.7%	-	9.5%	3.7%	3.7%	-	13.4%	13.4%	9.0%	-
4 OF 4	9.0%	9.8%	10.2%	9.6%	9.4%	-	11.1%	-	10.2%	10.2%	-	8.5%	8.5%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR	UNDE-	
		VOTE	Vote	Lean	VOTE	Vote	Lean	ZENGER	CIDED	
		ZENGER			DAY			ZENGER	BOTH	
							FIRM		BAL-	
							UNDE-		LOTS	
							CIDED			
Total	300	140	133	8	133	128	5	26	33	10
0 OF 4	36.4%	39.6%	37.7%	71.9%	31.4%	31.2%	36.5%	45.0%	30.2%	30.2%
1 OF 4	25.1%	22.5%	22.9%	14.6%	27.8%	28.2%	17.6%	26.0%	30.3%	45.7%
2 OF 4	21.3%	23.5%	24.1%	13.6%	19.1%	19.8%	-	20.8%	25.7%	24.0%
3 OF 4	8.2%	3.9%	4.1%	-	12.7%	11.4%	45.8%	8.2%	0.2%	-
4 OF 4	9.0%	10.5%	11.1%	-	9.1%	9.5%	-	-	13.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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 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	221	69	117	119		149	127	215	49	201	82	72	17	274	17	114	92	94	83	9	2
0 OF 4	36.4%	37.8%	34.2%	39.8%	35.8%		38.0%	38.5%	39.5%	30.4%	36.6%	38.8%	39.6%	41.8%	37.4%	41.8%	38.3%	22.9%	47.4%	49.1%	36.6%	23.7%
1 OF 4	25.1%	27.6%	17.0%	23.4%	20.8%		27.3%	19.2%	24.4%	20.3%	25.3%	22.9%	22.0%	19.5%	24.4%	19.5%	23.5%	32.1%	20.3%	19.6%	16.2%	76.3%
2 OF 4	21.3%	18.6%	28.7%	19.4%	23.5%		20.3%	23.9%	21.7%	14.5%	19.3%	24.7%	24.1%	26.5%	20.5%	26.5%	22.7%	19.9%	21.0%	18.6%	47.2%	-
3 OF 4	8.2%	8.6%	7.9%	11.2%	6.7%		5.8%	8.9%	4.9%	21.7%	10.1%	5.2%	4.5%	6.0%	8.6%	6.0%	4.8%	15.7%	4.9%	5.6%	-	-
4 OF 4	9.0%	7.4%	12.1%	6.3%	13.1%		8.6%	9.4%	9.5%	13.1%	8.8%	8.5%	9.7%	6.2%	9.1%	6.2%	10.7%	9.4%	6.4%	7.2%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

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	62	36	40	52	56	54	103	62	81	11	29	13	3	26	7
0 OF 4	36.4%	37.3%	12.2%	47.0%	39.5%	29.8%	47.7%	34.2%	21.8%	48.7%	78.2%	22.6%	39.1%	53.2%	18.0%	23.8%
1 OF 4	25.1%	25.3%	28.2%	26.5%	21.3%	34.6%	15.7%	23.7%	33.9%	21.4%	21.8%	29.4%	13.4%	46.8%	29.9%	2.2%
2 OF 4	21.3%	19.4%	27.1%	15.7%	26.5%	15.2%	24.9%	25.0%	17.8%	22.9%	-	25.0%	8.9%	-	25.5%	16.4%
3 OF 4	8.2%	5.2%	23.4%	5.8%	4.3%	10.7%	4.3%	5.3%	19.6%	5.7%	-	8.2%	-	-	9.4%	-
4 OF 4	9.0%	12.7%	9.1%	5.0%	8.4%	9.7%	7.5%	11.8%	7.0%	1.3%	-	14.9%	38.6%	-	17.1%	57.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	57	42	83	41	42	73	130	58	72	8	26	34	70	57	39	60	71	55	110
0 OF 4	36.4%	35.2%	39.8%	27.9%	24.4%	31.3%	40.3%	36.9%	33.3%	39.8%	35.0%	14.4%	38.8%	34.5%	34.0%	41.6%	39.6%	30.0%	41.4%	34.3%
1 OF 4	25.1%	21.2%	21.1%	31.9%	32.2%	31.7%	23.9%	22.5%	27.1%	18.7%	11.8%	33.7%	25.3%	26.0%	31.1%	22.7%	18.4%	29.8%	22.7%	25.3%
2 OF 4	21.3%	28.8%	19.7%	14.4%	11.9%	17.0%	26.2%	23.7%	19.4%	27.1%	28.5%	15.0%	18.7%	24.0%	14.2%	32.7%	23.2%	16.9%	27.1%	24.8%
3 OF 4	8.2%	7.3%	3.0%	16.4%	18.0%	14.8%	4.9%	4.9%	9.1%	1.5%	24.7%	28.6%	10.3%	3.1%	10.9%	0.1%	7.0%	15.8%	6.4%	5.8%
4 OF 4	9.0%	7.6%	16.4%	9.4%	13.5%	5.2%	4.8%	12.1%	11.1%	12.9%	-	8.4%	6.8%	12.4%	9.8%	3.0%	11.7%	7.5%	2.4%	9.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	12	17	19	8	12	11	150	146	3	70	219	141	135	60	63	82	72	114	115
0 OF 4	36.4%	14.9%	33.2%	51.7%	-	37.1%	12.6%	42.3%	30.2%	35.5%	41.6%	34.4%	41.1%	31.3%	38.6%	28.6%	42.9%	33.8%	38.8%	32.9%
1 OF 4	25.1%	44.8%	29.4%	6.3%	40.0%	27.1%	11.4%	21.9%	27.8%	62.3%	22.1%	26.1%	19.6%	30.0%	18.4%	32.7%	20.4%	27.7%	19.5%	31.1%
2 OF 4	21.3%	-	24.5%	17.1%	-	26.3%	31.0%	22.4%	20.7%	-	18.4%	22.3%	24.5%	20.0%	22.8%	21.3%	25.7%	18.9%	26.5%	20.0%
3 OF 4	8.2%	19.9%	0.1%	-	29.6%	0.2%	-	3.6%	13.1%	2.3%	9.6%	8.1%	4.5%	10.5%	7.3%	10.6%	2.4%	10.3%	5.5%	10.3%
4 OF 4	9.0%	20.4%	12.7%	24.9%	30.4%	9.3%	45.0%	9.8%	8.3%	-	8.3%	9.2%	10.4%	8.2%	12.9%	6.8%	8.6%	9.4%	9.6%	5.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	27	20	17	14	133	121	65	46	68	75	111	96	21	24	12	18	127	169	56	79
0 OF 4	36.4%	48.5%	22.6%	20.7%	17.2%	38.4%	38.5%	37.0%	36.7%	39.7%	39.6%	39.1%	38.7%	34.9%	35.1%	10.0%	19.1%	39.6%	34.3%	34.8%	33.5%
1 OF 4	25.1%	20.6%	23.9%	31.7%	16.7%	26.5%	22.2%	30.1%	18.7%	23.0%	24.3%	26.1%	23.4%	28.2%	18.0%	38.1%	18.4%	27.7%	23.9%	27.0%	26.7%
2 OF 4	21.3%	16.6%	20.1%	25.6%	23.6%	18.4%	22.2%	14.4%	22.9%	22.2%	21.8%	19.2%	22.3%	14.2%	22.8%	18.7%	30.4%	21.6%	20.4%	24.4%	16.7%
3 OF 4	8.2%	-	11.6%	-	17.2%	8.2%	9.6%	8.4%	16.7%	8.0%	5.3%	9.7%	9.7%	-	10.0%	-	13.3%	6.7%	8.9%	5.7%	12.4%
4 OF 4	9.0%	14.3%	21.8%	22.0%	25.2%	8.6%	7.5%	10.1%	5.0%	7.1%	9.0%	5.9%	5.9%	22.7%	14.1%	33.2%	18.8%	4.4%	12.6%	8.1%	10.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

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	70	90	105	138	21	31	13	22	131	157	74	58	58	99	111	124	20	32	9	25
0 OF 4	36.4%	43.5%	34.9%	38.7%	34.5%	44.4%	30.9%	17.4%	24.4%	36.7%	35.9%	39.1%	27.8%	33.5%	40.7%	32.6%	38.0%	58.8%	25.8%	45.4%	14.1%
1 OF 4	25.1%	28.2%	21.4%	28.1%	24.1%	25.6%	23.6%	41.0%	16.1%	24.4%	27.0%	25.8%	28.5%	22.6%	26.1%	25.4%	26.9%	18.9%	28.0%	25.0%	27.0%
2 OF 4	21.3%	19.3%	23.7%	20.9%	22.7%	24.8%	10.6%	33.3%	14.9%	25.3%	18.3%	21.7%	19.1%	29.9%	17.8%	28.1%	17.8%	9.6%	20.7%	12.0%	26.4%
3 OF 4	8.2%	7.5%	5.8%	7.0%	10.0%	5.2%	4.3%	8.3%	6.0%	4.1%	10.3%	3.0%	17.1%	5.6%	6.4%	4.9%	11.1%	0.1%	7.5%	0.3%	9.5%
4 OF 4	9.0%	1.5%	14.2%	5.3%	8.7%	-	30.6%	-	38.7%	9.5%	8.5%	10.4%	7.5%	8.4%	9.1%	9.0%	6.1%	12.6%	18.0%	17.4%	22.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	126	25	29	72	159	49	26	83	64	66	62	93	106	125	20	32	11	23	
0 OF 4	36.4%	36.9%	42.5%	24.3%	40.1%	34.0%	39.2%	26.2%	33.5%	36.4%	27.8%	37.4%	38.5%	32.9%	35.4%	58.2%	26.6%	36.6%	15.2%	
1 OF 4	25.1%	23.7%	21.3%	29.7%	22.0%	26.6%	20.0%	28.9%	29.8%	25.7%	26.8%	21.6%	26.4%	25.9%	25.3%	11.4%	32.4%	19.6%	29.9%	
2 OF 4	21.3%	24.5%	19.7%	24.3%	26.1%	18.8%	17.3%	24.9%	17.8%	21.1%	20.5%	27.9%	17.7%	26.9%	19.7%	11.5%	16.1%	19.8%	19.3%	
3 OF 4	8.2%	3.3%	0.1%	3.3%	4.4%	12.8%	19.3%	20.0%	6.8%	3.3%	18.2%	3.4%	9.1%	3.9%	14.3%	0.1%	7.4%	0.2%	10.6%	
4 OF 4	9.0%	11.7%	16.5%	18.3%	7.3%	7.7%	4.2%	-	12.2%	13.5%	6.7%	9.7%	8.4%	10.4%	5.2%	18.8%	17.5%	23.8%	25.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. Primary Vote Frequency:

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	246	53	35	9	6	3	112	26	15	3	6	2	134	27	20	6	-	1		
0 OF 4	36.4%	35.9%	37.8%	21.7%	76.0%	59.6%	67.5%	31.2%	43.7%	25.8%	100.0%	59.6%	46.3%	39.8%	32.3%	18.6%	64.3%	-	100.0%		
1 OF 4	25.1%	25.5%	24.0%	25.6%	24.0%	26.3%	-	29.2%	14.4%	14.3%	-	26.3%	-	22.4%	33.0%	34.1%	35.7%	-	-		
2 OF 4	21.3%	22.5%	16.0%	21.9%	-	14.1%	-	20.3%	20.6%	29.7%	-	14.1%	-	24.3%	11.8%	16.0%	-	-	-		
3 OF 4	8.2%	9.0%	4.5%	6.9%	-	-	-	10.4%	9.2%	15.9%	-	-	-	7.8%	0.1%	0.1%	-	-	-		
4 OF 4	9.0%	7.1%	17.6%	23.9%	-	-	32.5%	8.9%	12.1%	14.3%	-	-	53.7%	5.7%	22.9%	31.1%	-	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	33	45	81	62	78	78	221	159	140	221	78	46	92	81	57	105	33
0 OF 4	36.4%	65.2%	39.8%	37.0%	33.0%	24.9%	50.6%	31.6%	43.6%	28.5%	40.7%	24.9%	44.2%	28.1%	37.2%	28.2%	37.0%	22.5%
1 OF 4	25.1%	26.8%	39.5%	19.5%	24.2%	23.1%	34.1%	22.1%	26.7%	23.6%	26.0%	23.1%	37.3%	20.9%	29.1%	22.6%	26.2%	27.1%
2 OF 4	21.3%	-	4.8%	29.1%	23.2%	29.1%	2.7%	27.5%	16.2%	26.5%	18.2%	29.1%	2.6%	29.4%	18.2%	23.4%	19.8%	22.1%
3 OF 4	8.2%	4.0%	10.8%	5.0%	6.6%	13.1%	7.9%	8.3%	6.4%	10.2%	6.5%	13.1%	10.6%	10.0%	7.2%	14.4%	8.6%	15.2%
4 OF 4	9.0%	4.0%	5.2%	9.3%	13.0%	9.8%	4.7%	10.5%	7.1%	11.2%	8.7%	9.8%	5.4%	11.6%	8.2%	11.4%	8.4%	13.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	32	129	78	83	116	45	138	162	103	97	99	18	45	38	53	146
0 OF 4	36.4%	59.9%	34.1%	50.3%	28.7%	44.0%	26.7%	33.5%	38.9%	24.7%	39.3%	45.8%	100.0%	55.5%	47.2%	37.8%	19.5%
1 OF 4	25.1%	29.4%	22.9%	24.2%	24.2%	25.8%	20.1%	26.4%	24.0%	22.1%	27.8%	25.7%	-	44.5%	47.2%	28.7%	15.0%
2 OF 4	21.3%	2.9%	26.1%	14.0%	28.7%	16.6%	34.3%	20.4%	22.1%	31.7%	19.7%	12.0%	-	-	5.6%	23.4%	33.9%
3 OF 4	8.2%	3.9%	7.2%	5.6%	7.4%	4.6%	11.6%	10.2%	6.5%	9.9%	4.6%	9.9%	-	-	-	8.2%	13.9%
4 OF 4	9.0%	3.8%	9.7%	5.9%	11.1%	9.1%	7.3%	9.5%	8.5%	11.6%	8.6%	6.6%	-	-	-	1.9%	17.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

31. 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	109	75	64	25	27	45	20	18	2	7	23	1	22	
0 OF 4	36.4%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-	
1 OF 4	25.1%	-	100.0%	-	-	-	-	37.6%	42.0%	-	-	51.3%	-	54.4%	
2 OF 4	21.3%	-	-	100.0%	-	-	-	32.7%	36.5%	-	100.0%	27.7%	-	29.4%	
3 OF 4	8.2%	-	-	-	100.0%	-	-	11.5%	7.1%	49.9%	-	10.3%	100.0%	4.9%	
4 OF 4	9.0%	-	-	-	-	100.0%	-	18.2%	14.5%	50.1%	-	10.7%	-	11.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT						
		WIN- STON SALEM	CLEM- MONS	LEWIS- 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 Answering	94	25	44	19	6	69	25	19	6	38	33	5	50	49	1	7
NONE	47.4%	48.7%	45.4%	54.4%	35.4%	43.0%	59.8%	55.3%	75.1%	58.0%	57.7%	60.4%	38.0%	38.8%	-	57.5%
VOTED GOP	20.8%	20.3%	20.0%	21.6%	26.1%	21.4%	19.3%	24.9%	0.5%	29.6%	28.2%	39.6%	14.1%	14.4%	-	20.8%
Only Voted GOP	18.7%	20.3%	15.4%	21.6%	26.1%	18.4%	19.3%	24.9%	0.5%	29.6%	28.2%	39.6%	10.0%	10.3%	-	20.8%
Voted Majority GOP	2.2%	-	4.6%	-	-	2.9%	-	-	-	-	-	-	4.1%	4.2%	-	-
VOTED EQUAL GOP/DEM	7.4%	11.7%	6.8%	5.6%	-	7.9%	6.1%	7.9%	-	4.0%	4.5%	-	8.2%	6.2%	100.0%	21.3%
VOTED DEM	24.4%	19.3%	27.7%	18.4%	38.5%	27.8%	14.8%	11.9%	24.4%	8.4%	9.6%	-	39.7%	40.5%	-	0.4%
Voted Majority Dem	1.4%	-	3.0%	-	-	1.9%	-	-	-	-	-	-	2.6%	2.7%	-	-
Only Voted Dem	23.0%	19.3%	24.8%	18.4%	38.5%	25.9%	14.8%	11.9%	24.4%	8.4%	9.6%	-	37.0%	37.8%	-	0.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

BANNER 2

	TOTAL	JEFF ZENGER				CARLA DAY				ZENGER/DAY			
		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	94	8	12	26	48	16	1	19	58	3	-	12	32
NONE	47.4%	51.6%	62.1%	45.1%	44.2%	62.2%	100.0%	45.0%	43.0%	56.2%	-	69.5%	52.6%
VOTED GOP	20.8%	47.1%	0.2%	21.4%	21.4%	13.7%	-	17.0%	24.5%	39.8%	-	8.7%	16.8%
Only Voted GOP	18.7%	34.2%	0.2%	21.4%	19.3%	7.2%	-	17.0%	22.7%	-	-	0.2%	13.6%
Voted Majority GOP	2.2%	12.9%	-	-	2.1%	6.5%	-	-	1.8%	39.8%	-	8.6%	3.2%
VOTED EQUAL GOP/DEM	7.4%	-	8.7%	15.3%	4.0%	-	-	13.5%	7.6%	-	-	-	8.0%
VOTED DEM	24.4%	1.3%	29.0%	18.1%	30.3%	24.0%	-	24.5%	25.0%	4.0%	-	21.8%	22.6%
Voted Majority Dem	1.4%	-	-	5.1%	-	-	-	6.9%	-	-	-	-	4.1%
Only Voted Dem	23.0%	1.3%	29.0%	13.0%	30.3%	24.0%	-	17.7%	25.0%	4.0%	-	21.8%	18.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

BANNER 3

	IMPORTANT ISSUES								U.S. SENATE BALLOT						
	TOTAL	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	94	43	9	18	6	4	14	0	38	38	0	49	49	-	7
NONE	47.4%	49.4%	46.0%	57.1%	75.3%	-	32.6%	35.0%	58.0%	57.9%	100.0%	42.7%	42.7%	-	23.4%
VOTED GOP	20.8%	34.6%	13.5%	5.6%	24.7%	-	7.8%	32.4%	29.6%	29.7%	-	11.1%	11.1%	-	41.4%
Only Voted GOP	18.7%	32.2%	13.5%	-	24.7%	-	7.8%	32.4%	29.6%	29.7%	-	7.0%	7.0%	-	41.4%
Voted Majority GOP	2.2%	2.4%	-	5.6%	-	-	-	-	-	-	-	4.1%	4.1%	-	-
VOTED EQUAL GOP/DEM	7.4%	6.8%	11.5%	5.1%	-	-	15.3%	-	4.0%	4.0%	-	6.1%	6.1%	-	34.8%
VOTED DEM	24.4%	9.3%	29.0%	32.2%	-	100.0%	44.3%	32.6%	8.4%	8.4%	-	40.1%	40.1%	-	0.4%
Voted Majority Dem	1.4%	3.0%	-	-	-	-	-	-	-	-	-	2.7%	2.7%	-	-
Only Voted Dem	23.0%	6.2%	29.0%	32.2%	-	100.0%	44.3%	32.6%	8.4%	8.4%	-	37.4%	37.4%	-	0.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

BANNER 4

	TOTAL	STATE HOUSE BALLOT						FAVOR ZENER	UNDE- CIDED	BOTH BAL- LOTS
		VOTE ZENER	Vote	Lean	VOTE DAY	Vote	Lean			
Total Answering	94	38	35	3	48	47	1	8	7	6
NONE	47.4%	54.0%	50.1%	100.0%	41.4%	42.5%	-	52.6%	60.1%	30.0%
VOTED GOP	20.8%	33.7%	36.5%	-	11.4%	11.7%	-	16.9%	39.9%	24.9%
Only Voted GOP	18.7%	33.7%	36.5%	-	7.2%	7.4%	-	16.9%	39.9%	24.9%
Voted Majority GOP	2.2%	-	-	-	4.2%	4.3%	-	-	-	-
VOTED EQUAL GOP/DEM	7.4%	3.9%	4.3%	-	6.3%	6.4%	-	30.2%	-	44.6%
VOTED DEM	24.4%	8.4%	9.1%	-	41.0%	39.3%	100.0%	0.3%	-	0.5%
Voted Majority Dem	1.4%	-	-	-	2.7%	-	100.0%	-	-	-
Only Voted Dem	23.0%	8.4%	9.1%	-	38.3%	39.3%	-	0.3%	-	0.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

BANNER 5

	REGISTERED PARTY																REGISTERED PARTY		Other	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			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total Answering	94	77	13	35	34	50	35	64	12	65	23	22	3	88	3	-	-	94	83	9	2
NONE	47.4%	48.9%	43.2%	47.7%	63.2%	44.3%	56.0%	53.4%	50.6%	47.8%	56.8%	46.0%	100.0%	47.3%	100.0%	-	-	47.4%	49.1%	36.6%	23.7%
VOTED GOP	20.8%	17.7%	34.5%	29.2%	11.3%	27.5%	12.6%	20.7%	18.1%	12.6%	36.7%	42.7%	-	20.2%	-	-	-	20.8%	21.8%	0.3%	76.3%
Only Voted GOP	18.7%	15.0%	34.5%	26.3%	8.3%	23.4%	12.6%	19.2%	9.4%	9.5%	36.7%	42.7%	-	17.9%	-	-	-	18.7%	19.4%	0.3%	76.3%
Voted Majority GOP	2.2%	2.6%	-	2.9%	3.0%	4.1%	-	1.6%	8.7%	3.1%	-	-	-	2.3%	-	-	-	2.2%	2.4%	-	-
VOTED EQUAL GOP/DEM	7.4%	3.9%	22.3%	5.7%	8.5%	7.9%	5.5%	7.0%	-	6.8%	6.5%	11.3%	-	7.9%	-	-	-	7.4%	5.6%	25.8%	-
VOTED DEM	24.4%	29.6%	-	17.3%	17.0%	20.3%	25.9%	18.9%	31.3%	32.8%	-	-	-	24.5%	-	-	-	24.4%	23.5%	37.3%	-
Voted Majority Dem	1.4%	1.7%	-	3.7%	-	-	-	-	11.2%	2.0%	-	-	-	1.5%	-	-	-	1.4%	1.6%	-	-
Only Voted Dem	23.0%	27.9%	-	13.6%	17.0%	20.3%	25.9%	18.9%	20.1%	30.8%	-	-	-	23.0%	-	-	-	23.0%	21.9%	37.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	-	-	40	-	-	54	-	-	81	-	-	13	-	-
NONE	47.4%	-	-	47.0%	-	-	47.7%	-	-	48.7%	-	-	39.1%	-	-	23.8%
VOTED GOP	20.8%	-	-	29.9%	-	-	14.0%	-	-	21.0%	-	-	19.9%	-	-	22.8%
Only Voted GOP	18.7%	-	-	24.9%	-	-	14.0%	-	-	18.5%	-	-	19.9%	-	-	22.8%
Voted Majority GOP	2.2%	-	-	5.1%	-	-	-	-	-	2.5%	-	-	-	-	-	-
VOTED EQUAL GOP/DEM	7.4%	-	-	3.7%	-	-	10.2%	-	-	8.6%	-	-	-	-	-	-
VOTED DEM	24.4%	-	-	19.4%	-	-	28.1%	-	-	21.7%	-	-	41.0%	-	-	53.3%
Voted Majority Dem	1.4%	-	-	3.3%	-	-	-	-	-	1.6%	-	-	-	-	-	-
Only Voted Dem	23.0%	-	-	16.1%	-	-	28.1%	-	-	20.1%	-	-	41.0%	-	-	53.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	-	-	31	10	21	33	24	17	7	-	6	16	16	25	18	9	27	31	19
NONE	47.4%	-	-	44.8%	62.2%	36.6%	46.2%	45.3%	41.3%	55.1%	-	45.1%	49.7%	34.7%	44.7%	43.0%	64.1%	47.1%	50.0%	44.5%
VOTED GOP	20.8%	-	-	14.1%	-	20.7%	6.3%	50.0%	52.1%	44.9%	-	34.6%	6.4%	57.9%	9.2%	6.2%	35.9%	15.8%	3.7%	55.5%
Only Voted GOP	18.7%	-	-	7.5%	-	11.0%	6.3%	50.0%	52.1%	44.9%	-	-	6.4%	57.9%	9.2%	6.2%	35.9%	8.4%	3.7%	55.5%
Voted Majority GOP	2.2%	-	-	6.6%	-	9.7%	-	-	-	-	-	34.6%	-	-	-	-	-	7.4%	-	-
VOTED EQUAL GOP/DEM	7.4%	-	-	6.3%	-	9.3%	15.0%	-	-	-	-	-	9.5%	-	7.8%	19.9%	-	7.1%	16.3%	-
VOTED DEM	24.4%	-	-	34.8%	37.8%	33.5%	32.5%	4.7%	6.6%	-	-	20.2%	34.5%	7.4%	38.3%	30.8%	-	30.1%	30.1%	-
Voted Majority Dem	1.4%	-	-	-	-	-	3.9%	-	-	-	-	-	8.3%	-	-	-	-	-	4.2%	-
Only Voted Dem	23.0%	-	-	34.8%	37.8%	33.5%	28.6%	4.7%	6.6%	-	-	20.2%	26.2%	7.4%	38.3%	30.8%	-	30.1%	25.9%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	3	3	5	2	-	3	39	52	2	33	54	35	51	16	19	20	32	29	47
NONE	47.4%	25.6%	-	48.2%	-	-	-	51.9%	44.1%	34.9%	54.6%	40.7%	45.4%	45.7%	41.7%	43.3%	48.4%	47.2%	46.8%	49.6%
VOTED GOP	20.8%	-	38.3%	30.1%	-	-	58.1%	32.5%	10.5%	56.0%	16.2%	24.6%	23.4%	17.3%	32.9%	29.0%	15.9%	10.3%	23.2%	16.7%
Only Voted GOP	18.7%	-	38.3%	30.1%	-	-	58.1%	32.5%	6.6%	56.0%	16.2%	20.8%	17.6%	17.3%	19.8%	29.0%	15.9%	10.3%	16.1%	16.7%
Voted Majority GOP	2.2%	-	-	-	-	-	-	-	3.9%	-	-	3.8%	5.8%	-	13.1%	-	-	-	7.1%	-
VOTED EQUAL GOP/DEM	7.4%	-	-	-	-	-	-	7.4%	7.8%	-	11.0%	6.2%	13.9%	4.1%	9.6%	-	17.3%	6.5%	17.0%	4.4%
VOTED DEM	24.4%	74.4%	61.7%	21.7%	100.0%	-	41.9%	8.2%	37.5%	9.1%	18.3%	28.5%	17.3%	32.9%	15.8%	27.7%	18.5%	36.0%	13.1%	29.3%
Voted Majority Dem	1.4%	-	-	-	-	-	-	-	2.5%	-	4.0%	-	3.7%	-	8.4%	-	-	-	4.5%	-
Only Voted Dem	23.0%	74.4%	61.7%	21.7%	100.0%	-	41.9%	8.2%	35.0%	9.1%	14.3%	28.5%	13.6%	32.9%	7.4%	27.7%	18.5%	36.0%	8.6%	29.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	6	4	4	1	54	26	23	6	31	20	46	24	9	2	3	2	29	64	10	30	
NONE	47.4%	39.4%	-	-	-	49.9%	52.6%	48.7%	66.0%	50.8%	48.4%	52.3%	57.7%	37.8%	1.3%	-	-	50.4%	46.8%	45.1%	47.6%	
VOTED GOP	20.8%	24.5%	24.6%	40.5%	-	21.5%	3.9%	22.5%	16.0%	20.7%	-	20.1%	4.3%	28.6%	-	52.5%	-	24.9%	17.8%	43.6%	25.2%	
Only Voted GOP	18.7%	24.5%	24.6%	40.5%	-	19.6%	-	18.1%	-	20.7%	-	17.9%	-	28.6%	-	52.5%	-	21.4%	16.2%	33.8%	21.8%	
Voted Majority GOP	2.2%	-	-	-	-	1.9%	3.9%	4.4%	16.0%	-	-	2.2%	4.3%	-	-	-	-	3.5%	1.6%	9.8%	3.4%	
VOTED EQUAL GOP/DEM	7.4%	-	-	-	-	5.6%	9.3%	-	-	9.7%	12.3%	6.7%	10.2%	-	-	-	-	3.6%	9.2%	-	5.0%	
VOTED DEM	24.4%	36.0%	75.4%	59.5%	100.0%	23.0%	34.2%	28.7%	18.0%	18.8%	39.4%	20.9%	27.9%	33.7%	98.7%	47.5%	100.0%	21.1%	26.2%	11.4%	22.1%	
Voted Majority Dem	1.4%	-	-	-	-	2.4%	-	5.7%	-	-	-	2.9%	-	-	-	-	-	-	2.0%	-	4.4%	
Only Voted Dem	23.0%	36.0%	75.4%	59.5%	100.0%	20.6%	34.2%	23.1%	18.0%	18.8%	39.4%	18.1%	27.9%	33.7%	98.7%	47.5%	100.0%	21.1%	24.2%	11.4%	17.8%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	18	34	25	55	3	10	1	6	36	56	21	18	15	38	27	51	8	5	3	4
NONE	47.4%	53.4%	46.1%	48.3%	49.8%	65.8%	29.8%	-	28.6%	47.1%	47.1%	46.8%	43.2%	47.6%	49.0%	46.2%	49.7%	50.4%	18.5%	51.0%	-
VOTED GOP	20.8%	14.3%	11.3%	28.2%	16.2%	-	26.7%	-	27.0%	31.6%	13.0%	38.7%	21.7%	21.4%	8.9%	31.9%	14.1%	30.8%	-	49.0%	-
Only Voted GOP	18.7%	14.3%	11.3%	24.2%	14.4%	-	26.7%	-	27.0%	31.6%	9.3%	38.7%	10.2%	21.4%	8.9%	31.9%	10.2%	30.8%	-	49.0%	-
Voted Majority GOP	2.2%	-	-	4.0%	1.9%	-	-	-	-	-	3.6%	-	11.5%	-	-	-	4.0%	-	-	-	-
VOTED EQUAL GOP/DEM	7.4%	5.6%	12.9%	4.0%	10.8%	-	-	-	-	11.0%	5.4%	7.1%	-	16.8%	7.9%	14.4%	5.9%	-	-	-	-
VOTED DEM	24.4%	26.7%	29.7%	19.4%	23.2%	34.2%	43.5%	100.0%	44.4%	10.2%	34.5%	7.4%	35.1%	14.2%	34.2%	7.6%	30.3%	18.9%	81.5%	-	100.0%
Voted Majority Dem	1.4%	-	-	-	2.4%	-	-	-	-	-	2.3%	-	7.4%	-	-	-	2.5%	-	-	-	-
Only Voted Dem	23.0%	26.7%	29.7%	19.4%	20.8%	34.2%	43.5%	100.0%	44.4%	10.2%	32.1%	7.4%	27.7%	14.2%	34.2%	7.6%	27.7%	18.9%	81.5%	-	100.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	31	9	2	21	58	23	14	21	16	22	15	36	24	53	8	5	4	3
NONE	47.4%	53.6%	64.9%	6.2%	52.2%	45.7%	60.0%	16.5%	48.9%	43.8%	49.2%	63.7%	43.6%	53.8%	48.4%	53.1%	16.9%	37.7%	-
VOTED GOP	20.8%	38.0%	35.1%	1.9%	41.8%	10.8%	12.3%	17.3%	5.1%	49.0%	13.1%	26.6%	9.4%	39.8%	11.8%	32.4%	-	36.2%	-
Only Voted GOP	18.7%	34.8%	35.1%	1.9%	37.0%	9.0%	7.8%	17.3%	5.1%	42.6%	8.4%	26.6%	9.4%	35.5%	9.9%	32.4%	-	36.2%	-
Voted Majority GOP	2.2%	3.2%	-	-	4.8%	1.8%	4.4%	-	-	6.4%	4.7%	-	-	4.3%	1.9%	-	-	-	-
VOTED EQUAL GOP/DEM	7.4%	4.5%	-	91.9%	-	7.8%	11.0%	7.8%	4.3%	-	6.9%	9.1%	8.3%	6.0%	8.5%	-	-	-	-
VOTED DEM	24.4%	4.0%	-	-	5.9%	35.7%	16.7%	58.3%	41.7%	7.2%	30.8%	0.7%	38.6%	0.4%	31.2%	14.5%	83.1%	26.1%	100.0%
Voted Majority Dem	1.4%	-	-	-	-	2.3%	5.7%	-	-	-	6.1%	-	-	-	2.5%	-	-	-	-
Only Voted Dem	23.0%	4.0%	-	-	5.9%	33.5%	11.0%	58.3%	41.7%	7.2%	24.7%	0.7%	38.6%	0.4%	28.7%	14.5%	83.1%	26.1%	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. Primary Ballot Indicator (Independents):

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 Answering	94	81	13	7	0	3	3	33	8	3	-	3	2	48	5	4	0	-	1
NONE	47.4%	48.7%	39.1%	23.8%	100.0%	45.8%	67.5%	46.1%	50.9%	59.1%	-	45.8%	46.3%	50.5%	22.6%	-	100.0%	-	100.0%
VOTED GOP	20.8%	21.0%	19.9%	22.8%	-	-	32.5%	33.8%	13.0%	-	-	-	53.7%	12.3%	29.6%	38.2%	-	-	-
Only Voted GOP	18.7%	18.5%	19.9%	22.8%	-	-	32.5%	27.6%	13.0%	-	-	-	53.7%	12.3%	29.6%	38.2%	-	-	-
Voted Majority GOP	2.2%	2.5%	-	-	-	-	-	6.2%	-	-	-	-	-	-	-	-	-	-	-
VOTED EQUAL GOP/DEM	7.4%	8.6%	-	-	-	-	-	4.6%	-	-	-	-	-	11.3%	-	-	-	-	-
VOTED DEM	24.4%	21.7%	41.0%	53.3%	-	54.2%	-	15.5%	36.2%	40.9%	-	54.2%	-	25.9%	47.8%	61.8%	-	-	-
Voted Majority Dem	1.4%	1.6%	-	-	-	-	-	4.0%	-	-	-	-	-	-	-	-	-	-	-
Only Voted Dem	23.0%	20.1%	41.0%	53.3%	-	54.2%	-	11.5%	36.2%	40.9%	-	54.2%	-	25.9%	47.8%	61.8%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	14	19	34	15	10	33	59	68	25	83	10	19	21	34	6	36	5
NONE	47.4%	47.7%	62.5%	45.4%	40.2%	40.6%	56.2%	43.3%	50.7%	40.3%	48.8%	40.6%	52.7%	41.6%	48.2%	40.2%	50.1%	22.4%
VOTED GOP	20.8%	12.6%	15.4%	21.0%	18.0%	38.1%	14.2%	23.2%	17.6%	26.3%	17.7%	38.1%	18.0%	41.1%	28.1%	40.4%	27.1%	52.4%
Only Voted GOP	18.7%	12.6%	15.4%	18.0%	18.0%	28.3%	14.2%	19.8%	16.1%	22.3%	16.5%	28.3%	18.0%	31.3%	25.2%	23.3%	24.2%	30.2%
Voted Majority GOP	2.2%	-	-	3.0%	-	9.8%	-	3.4%	1.5%	4.0%	1.2%	9.8%	-	9.8%	3.0%	17.2%	2.9%	22.3%
VOTED EQUAL GOP/DEM	7.4%	-	-	14.6%	13.1%	-	-	11.7%	7.4%	7.7%	8.4%	-	-	7.2%	4.4%	-	4.2%	-
VOTED DEM	24.4%	39.7%	22.1%	19.0%	28.7%	21.3%	29.6%	21.8%	24.2%	25.6%	25.0%	21.3%	29.3%	10.0%	19.4%	19.4%	18.6%	25.1%
Voted Majority Dem	1.4%	9.1%	-	-	-	-	3.9%	-	1.9%	-	1.6%	-	6.7%	-	3.8%	-	3.7%	-
Only Voted Dem	23.0%	30.6%	22.1%	19.0%	28.7%	21.3%	25.7%	21.8%	22.3%	25.6%	23.5%	21.3%	22.6%	10.0%	15.5%	19.4%	15.0%	25.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	14	39	34	19	47	6	40	54	20	34	40	7	11	10	23	43	
NONE	47.4%	61.0%	44.2%	53.3%	40.4%	47.9%	54.9%	47.0%	47.7%	44.6%	35.1%	59.5%	100.0%	44.9%	59.6%	58.0%	30.9%	
VOTED GOP	20.8%	8.9%	13.7%	6.9%	22.0%	10.6%	26.8%	29.9%	14.0%	14.7%	33.4%	13.0%	-	16.6%	25.6%	9.1%	30.5%	
Only Voted GOP	18.7%	8.9%	13.7%	6.9%	22.0%	10.6%	26.8%	24.9%	14.0%	14.7%	27.5%	13.0%	-	16.6%	25.6%	0.1%	30.5%	
Voted Majority GOP	2.2%	-	-	-	-	-	-	5.1%	-	-	5.9%	-	-	-	-	9.0%	-	
VOTED EQUAL GOP/DEM	7.4%	-	14.1%	10.5%	10.1%	11.6%	-	3.7%	10.2%	19.3%	3.1%	5.2%	-	-	-	13.3%	9.1%	
VOTED DEM	24.4%	30.1%	28.1%	29.2%	27.6%	29.9%	18.3%	19.4%	28.1%	21.5%	28.4%	22.3%	-	38.4%	14.8%	19.7%	29.5%	
Voted Majority Dem	1.4%	-	-	-	-	-	-	3.3%	-	-	-	3.3%	-	-	-	-	3.0%	
Only Voted Dem	23.0%	30.1%	28.1%	29.2%	27.6%	29.9%	18.3%	16.1%	28.1%	21.5%	28.4%	19.0%	-	38.4%	14.8%	19.7%	26.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - HOUSE DISTRICT 74

32. 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	94	45	19	20	5	6	45	20	18	2	7	23	1	22	
NONE	47.4%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-	
VOTED GOP	20.8%	-	38.5%	32.5%	48.8%	59.3%	-	100.0%	100.0%	100.0%	-	-	-	-	
Only Voted GOP	18.7%	-	38.5%	32.5%	26.9%	42.3%	-	89.6%	100.0%	-	-	-	-	-	
Voted Majority GOP	2.2%	-	-	-	21.9%	16.9%	-	10.4%	-	100.0%	-	-	-	-	
VOTED EQUAL GOP/DEM	7.4%	-	-	35.3%	-	-	-	-	-	-	100.0%	-	-	-	
VOTED DEM	24.4%	-	61.5%	32.2%	51.2%	40.7%	-	-	-	-	100.0%	100.0%	100.0%		
Voted Majority Dem	1.4%	-	-	-	28.3%	-	-	-	-	-	5.7%	100.0%	-		
Only Voted Dem	23.0%	-	61.5%	32.2%	22.9%	40.7%	-	-	-	-	94.3%	-	100.0%		