

NC House District 98

2022 General Election Likely Voter Survey Data

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From: Jim Blaine, Differentiators Data

Summary

As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 98th House District on May 31st through June 2nd. The survey of 300 likely general election voters was comprised of 1/3 live landline interviews, 1/3 live cell phones interviews, and 1/3 text to web interviews, with a margin of error of +/- 5.7%.

The Big Policy Issues

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

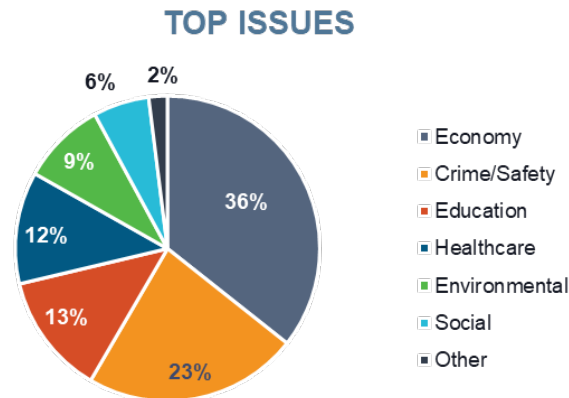
- Medical Marijuana – [Senate Bill 711](#) and [House Bill 929](#) authorize doctors to prescribe medical marijuana for the treatment of certain medical conditions and illnesses.
- Sports Betting – [Senate Bill 688](#) and [House Bill 631](#) legalize sports wagering.
- Increasing School Choice – [Senate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

About NC House District 98

This district in the Northern Mecklenburg County suburbs has changed hands in each of the past three election cycles. After Republican Rep. John Bradford won the district by comfortable margins in 2014 and 2016, Democrat Christy Clark unseated Bradford by 1 point the 2018 midterms. Bradford won the seat back in 2020 to become the lone Republican from Mecklenburg County serving in the General Assembly, and Clark is challenging Bradford again this year. The affluent and highly educated district is home to US Senator Thom Tillis, Davidson College, and the Town of Cornelius, a higher-income community around Lake Norman. HD-98 is competitive politically – while most statewide Republican candidates, including Tillis and Lt. Governor Mark Robinson, carried the district in 2020, Democratic President Joe Biden and Governor Roy Cooper each won the district by more than 2 points.

Where Voters Stand on the Issues

With rising crime and record inflation dominating the national political environment, it's no surprise nearly 60% of voters said either the economy or crime are their top issues. 13% said education, 12% said healthcare, and 9% said environmental issues are most important to them.



Voters in HD-98 support each of the five big policy issues tested in this survey, but three of the issues enjoy overwhelming support: allowing doctors to prescribe medical marijuana (81%), cutting the state income tax (74%) and expanding Medicaid with a work requirement (92%). Voters from all key demographic groups support those three issues. A majority of Unaffiliated voters supports all five issues.

Voter Group	All		Clark		Bradford		Undecided	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	81%	15%	93%	6%	69%	23%	83%	14%
Sports Betting	49%	33%	51%	28%	49%	38%	41%	35%
Universal School Choice	55%	40%	40%	53%	68%	29%	66%	31%
2.5% Income Tax	74%	18%	56%	31%	91%	7%	83%	14%
Medicaid Expansion	66%	25%	95%	2%	37%	49%	76%	14%
Expansion w/ work req.	92%	5%	99%	0%	86%	9%	93%	7%

Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	81%	15%	71%	22%	82%	13%	91%	9%	78%	20%
Sports Betting	49%	33%	45%	39%	50%	32%	52%	28%	49%	31%
Universal School Choice	55%	40%	63%	34%	57%	39%	43%	48%	57%	42%
2.5% Income Tax	74%	18%	92%	5%	68%	24%	62%	27%	75%	18%
Medicaid Expansion	66%	25%	42%	44%	66%	25%	95%	3%	62%	28%
Expansion w/ work req.	92%	5%	87%	8%	92%	6%	100%	0%	94%	4%

Voters who said they were undecided in the State House race back every issue, with the exception of sports betting, by at least a 30-point margin (and they support sports betting 41/35). Every subgroup except Democrats backs school choice, and even 62% of Democrats support cutting the state income tax to 2.5%.

Voter Group	All		Women		Men		White		Black	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	81%	15%	83%	11%	77%	19%	81%	15%	73%	18%
Sports Betting	49%	33%	41%	36%	58%	31%	49%	34%	46%	32%
Universal School Choice	55%	40%	57%	36%	53%	44%	53%	41%	64%	36%
2.5% Income Tax	74%	18%	75%	15%	74%	22%	73%	19%	82%	18%
Medicaid Expansion	66%	25%	72%	18%	60%	33%	66%	24%	73%	23%
Expansion w/ work req.	92%	5%	93%	4%	91%	6%	93%	4%	86%	14%

How the Big Policy Issues Could Impact this Election

Most analysts have District 98 listed in the tossup category for the third straight election, and this survey supports that. Bradford, the Republican incumbent, has a slight advantage heading into the fall – he leads 46%-44% against Clark and the generic ballot also favors the GOP by two points, 47%-45%. While support for some of the big policy issues tested in this survey could help Bradford, none would hurt him.

