NC Senate District 11
2022 General Election Likely Voter Survey Data

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Summary
As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 11th Senate District on June 2nd through June 6th. 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.
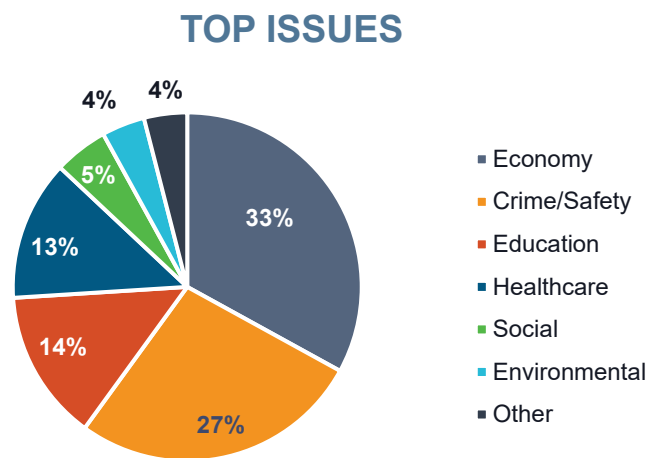
About NC Senate District 11
North Carolina Senate District 11 is made up of Nash, Franklin, and Vance Counties. For most of the past century, the economy in this region of the state was powered by tobacco, textiles and other low-skill manufacturing. The district sits on the western edge of the northern end of the South's Black Belt. The Black Belt is an area of fertile farming land that stretches from eastern Arkansas across the South into Southern Virginia and historically has the highest percentage of rural African Americans in the United States. Over the past century, the region has been home to some of the most egregious racial politics in America. In today's Trump-driven political realignment, it is ground zero for GOP efforts to persuade culturally conservative minority voters to give up their allegiance to the Democratic Party. Senate District 11 provides a microcosm of that larger trend. The district is congenitally Democratic and still slightly favors Democrats in statewide elections. But the district has moved steadily toward the GOP over the last decade and in the 2020 elections Donald Trump beat Joe Biden 50%-49%, Cal Cunningham beat US Senator Thom Tillis, 49%-48% and Governor Roy Cooper, whose political

career began in a legislative seat in the district – won his home turf 53%-47%. The district is represented in the State Senate by Republican Lisa Barnes, a former Nash County Commissioner and farmer. Barnes is being challenged by Franklin County Commissioner Mark Speed, a Democrat.
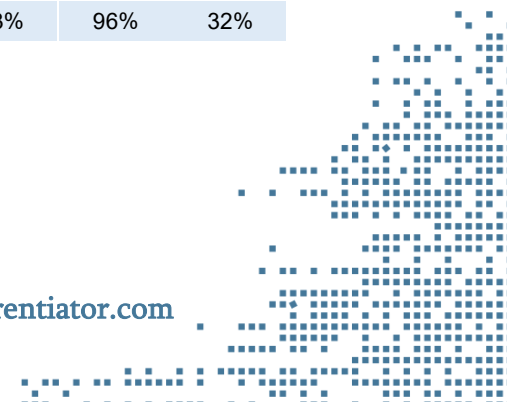
Where Voters Stand on the Issues
The economy (33%) and crime (27%) are the top issues for voters in Senate District 11. These two issues, which usually provide Republicans with an advantage, are named as the top issue by about twice as many voters as Healthcare (14%) and Education (13%), which usually help Democratic candidates.

TOP ISSUES

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

Of the big policy issues the legislature could take up during the short session, medical marijuana, reducing the state income tax, expanded school choice, straight Medicaid expansion and Medicaid expansion with a work requirement all exceed 60% support among all voters. These issues are popular and enjoy broad support across most key demographics.

Voter Group	All		Speed		Barnes		Undecided	
Issue	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**
Medical Marijuana	78%	16%	90%	10%	67%	23%	85%	9%
Sports Betting	38%	44%	42%	41%	36%	49%	33%	29%
Universal School Choice	60%	34%	50%	44%	69%	26%	52%	31%
2.5% Income Tax	79%	13%	71%	21%	85%	7%	79%	9%
Medicaid Expansion	62%	33%	89%	10%	38%	55%	80%	16%
Expansion w/ work req.	91%	8%	96%	4%	86%	13%	96%	32%

Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	78%	16%	65%	24%	78%	13%	86%	13%	86%	7%
Sports Betting	38%	44%	33%	50%	41%	44%	41%	41%	42%	32%
Universal School Choice	60%	34%	73%	21%	59%	37%	51%	40%	65%	30%
2.5% Income Tax	79%	13%	89%	5%	82%	10%	71%	19%	86%	4%
Medicaid Expansion	62%	33%	38%	54%	50%	45%	84%	14%	69%	27%
Expansion w/ work req.	91%	8%	85%	13%	89%	10%	96%	4%	93%	5%

A plurality of all voters opposes legalizing sports betting but there are pockets of support for the issue with a plurality of male, African American and undecided voters backing legalization.

Voter Group	All		Women		Men		White		Black	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	78%	16%	79%	17%	77%	16%	78%	16%	79%	15%
Sports Betting	38%	44%	30%	47%	48%	41%	37%	47%	42%	40%
Universal School Choice	60%	34%	57%	38%	63%	29%	58%	36%	63%	30%
2.5% Income Tax	79%	13%	80%	10%	78%	16%	79%	12%	78%	14%
Medicaid Expansion	62%	33%	65%	32%	60%	35%	60%	34%	70%	29%
Expansion w/ work req.	91%	8%	92%	8%	90%	9%	91%	8%	92%	7%

How the Big Policy Issues Could Impact this Election
Analysts rate the SD-11 as competitive with a slight Democratic lean and it is easy to see why, with all the top of the ticket races except hometown favorite Roy Cooper decided by about one point in the 2020 election. Republicans must win this seat if they are going to win a Supermajority in the State Senate. The generic ballot indicates a close race with Republicans holding a narrow 48%-47% lead. But Democrats may have an uphill fight because incumbent Republican Lisa Barnes is well known and well liked, with 29%-12% favorable to unfavorable image rating. Her Democratic opponent, Mark Speed, is not as well-known or well-liked, with a favorable to unfavorable image rating of 9%-8%. This difference in popularity explains why Barnes leads Speed by 10%, 50%-40%. Importantly, all the major policy issues surveyed except sports betting are quite popular with undecided and Unaffiliated voters who will determine the outcome of this election.