

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
DEFINITELY VOTING	79.0%	97.6%	78.3%	69.0%	76.5%	100.0%	-	-	-	84.7%	85.0%	75.1%	77.1%	77.7%	57.3%	58.6%
LIKELY VOTING	21.0%	2.4%	21.7%	31.0%	23.5%	-	100.0%	100.0%	100.0%	15.3%	15.0%	24.9%	22.9%	22.3%	42.7%	41.4%
Very Likely	16.1%	1.8%	17.9%	23.2%	17.6%	-	76.6%	100.0%	-	12.5%	12.1%	24.9%	18.4%	17.9%	33.7%	23.0%
Somewhat Likely	4.9%	0.6%	3.8%	7.8%	5.9%	-	23.4%	-	100.0%	2.8%	2.9%	-	4.5%	4.4%	9.0%	18.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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
<b>Total</b>	<b>300</b>	39	21	70	170	55	25	74	146	6	2	36	109
<b>DEFINITELY VOTING</b>	<b>79.0%</b>	97.5%	84.3%	79.7%	73.8%	79.9%	85.6%	80.4%	76.7%	88.1%	55.6%	91.7%	84.1%
<b>LIKELY VOTING</b>	<b>21.0%</b>	2.5%	15.7%	20.3%	26.2%	20.1%	14.4%	19.6%	23.3%	11.9%	44.4%	8.3%	15.9%
<b>Very Likely</b>	<b>16.1%</b>	2.5%	10.7%	12.0%	21.6%	19.7%	0.9%	14.6%	18.1%	11.9%	-	5.4%	9.6%
<b>Somewhat Likely</b>	<b>4.9%</b>	-	5.0%	8.3%	4.7%	0.4%	13.5%	5.0%	5.1%	-	44.4%	2.9%	6.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
DEFINITELY VOTING	79.0%	85.2%	74.5%	74.1%	82.4%	73.1%	71.4%	60.1%	85.0%	86.0%	43.1%	76.5%	76.7%	67.8%	54.8%
LIKELY VOTING	21.0%	14.8%	25.5%	25.9%	17.6%	26.9%	28.6%	39.9%	15.0%	14.0%	56.9%	23.5%	23.3%	32.2%	45.2%
Very Likely	16.1%	10.5%	23.4%	19.1%	14.0%	19.8%	21.5%	27.8%	12.0%	11.0%	56.9%	18.9%	18.9%	21.9%	24.3%
Somewhat Likely	4.9%	4.3%	2.0%	6.8%	3.6%	7.1%	7.2%	12.1%	2.9%	3.0%	-	4.5%	4.4%	10.3%	20.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 4

	TOTAL	STATE SENATE BALLOT						FAVOR-UNDE- ABLE CIED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
DEFINITELY VOTING	79.0%	84.5%	84.2%	91.7%	76.7%	77.8%	49.0%	65.6%	98.4%	54.6%
LIKELY VOTING	21.0%	15.5%	15.8%	8.3%	23.3%	22.2%	51.0%	34.4%	1.6%	45.4%
Very Likely	16.1%	12.6%	12.7%	8.3%	18.8%	17.4%	51.0%	18.3%	1.6%	18.8%
Somewhat Likely	4.9%	2.9%	3.0%	-	4.5%	4.7%	-	16.1%	-	26.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
DEFINITELY VOTING	79.0%	81.9%	70.4%	77.0%	82.5%	79.8%	78.1%	79.2%	79.3%	77.5%	84.9%	82.8%	75.7%	79.2%	75.7%	83.6%	74.2%	84.6%	87.6%	89.2%	8.4%
LIKELY VOTING	21.0%	18.1%	29.6%	23.0%	17.5%	20.2%	21.9%	20.8%	20.7%	22.5%	15.1%	17.2%	24.3%	20.8%	24.3%	16.4%	25.8%	15.4%	12.4%	10.8%	91.6%
Very Likely	16.1%	12.1%	27.7%	15.7%	14.8%	15.3%	17.8%	15.9%	13.2%	17.5%	10.5%	14.5%	11.2%	16.5%	11.2%	10.2%	21.8%	9.7%	9.9%	3.4%	18.5%
Somewhat Likely	4.9%	6.0%	1.8%	7.3%	2.7%	4.9%	4.1%	4.9%	7.5%	5.0%	4.5%	2.7%	13.2%	4.3%	13.2%	6.2%	4.0%	5.7%	2.5%	7.4%	73.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
DEFINITELY VOTING	79.0%	83.5%	72.2%	81.3%	83.6%	75.6%	87.9%	85.2%	80.7%	82.8%	75.6%	71.2%	91.6%	82.4%	70.5%	90.6%
LIKELY VOTING	21.0%	16.5%	27.8%	18.7%	16.4%	24.4%	12.1%	14.8%	19.3%	17.2%	24.4%	28.8%	8.4%	17.6%	29.5%	9.4%
Very Likely	16.1%	4.7%	22.4%	10.7%	14.9%	21.3%	8.6%	9.8%	16.8%	10.8%	11.8%	24.1%	4.9%	1.9%	24.6%	5.4%
Somewhat Likely	4.9%	11.8%	5.4%	8.0%	1.5%	3.0%	3.4%	4.9%	2.5%	6.4%	12.6%	4.8%	3.6%	15.7%	4.9%	4.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
DEFINITELY VOTING	79.0%	85.9%	77.5%	82.1%	85.2%	79.3%	73.5%	84.6%	86.2%	83.2%	86.9%	74.0%	74.5%	85.3%	86.8%	72.9%	83.8%	92.8%	72.0%	91.3%
LIKELY VOTING	21.0%	14.1%	22.5%	17.9%	14.8%	20.7%	26.5%	15.4%	13.8%	16.8%	13.1%	26.0%	25.5%	14.7%	13.2%	27.1%	16.2%	7.2%	28.0%	8.7%
Very Likely	16.1%	5.8%	20.6%	13.7%	11.3%	15.8%	20.8%	12.6%	7.9%	16.5%	12.7%	21.5%	15.0%	11.2%	9.1%	24.2%	14.0%	2.2%	22.4%	8.0%
Somewhat Likely	4.9%	8.4%	1.9%	4.3%	3.6%	4.9%	5.7%	2.8%	5.9%	0.3%	0.5%	4.5%	10.5%	3.5%	4.1%	2.9%	2.2%	5.0%	5.6%	0.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
DEFINITELY VOTING	79.0%	75.5%	75.1%	69.3%	74.5%	74.5%	69.2%	82.7%	75.8%	59.8%	78.0%	79.6%	75.4%	85.9%	77.3%	82.5%	74.1%	88.9%	81.4%	90.2%
LIKELY VOTING	21.0%	24.5%	24.9%	30.7%	25.5%	25.5%	30.8%	17.3%	24.2%	40.2%	22.0%	20.4%	24.6%	14.1%	22.7%	17.5%	25.9%	11.1%	18.6%	9.8%
Very Likely	16.1%	20.7%	19.0%	23.1%	21.5%	19.5%	22.5%	12.5%	19.4%	24.3%	15.9%	16.6%	21.9%	8.3%	16.8%	12.0%	25.6%	5.2%	16.7%	5.6%
Somewhat Likely	4.9%	3.9%	5.9%	7.6%	4.0%	6.1%	8.3%	4.7%	4.8%	15.9%	6.0%	3.9%	2.6%	5.7%	5.9%	5.5%	0.3%	5.9%	1.9%	4.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
DEFINITELY VOTING	79.0%	69.7%	78.3%	70.0%	76.0%	81.4%	76.4%	75.6%	80.2%	87.4%	74.6%	84.9%	84.3%	76.3%	70.4%	76.1%	69.9%	76.5%	86.6%	74.4%	92.3%	
LIKELY VOTING	21.0%	30.3%	21.7%	30.0%	24.0%	18.6%	23.6%	24.4%	19.8%	12.6%	25.4%	15.1%	15.7%	23.7%	29.6%	23.9%	30.1%	23.5%	13.4%	25.6%	7.7%	
Very Likely	16.1%	26.9%	13.1%	26.5%	14.5%	14.8%	19.1%	18.4%	15.0%	11.1%	21.0%	12.5%	11.7%	18.2%	24.5%	17.9%	24.9%	19.7%	10.6%	20.5%	5.3%	
Somewhat Likely	4.9%	3.4%	8.6%	3.5%	9.5%	3.8%	4.5%	6.0%	4.8%	1.5%	4.4%	2.6%	4.0%	5.5%	5.0%	6.0%	5.1%	3.9%	2.8%	5.1%	2.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
DEFINITELY VOTING	79.0%	78.3%	82.9%	81.6%	88.7%	70.9%	83.2%	71.2%	81.8%	81.5%	80.7%	81.2%	77.3%	81.7%	82.8%	85.5%	83.4%	72.2%	79.0%	72.8%	78.2%
LIKELY VOTING	21.0%	21.7%	17.1%	18.4%	11.3%	29.1%	16.8%	28.8%	18.2%	18.5%	19.3%	18.8%	22.7%	18.3%	17.2%	14.5%	16.6%	27.8%	21.0%	27.2%	21.8%
Very Likely	16.1%	19.0%	14.0%	16.0%	7.8%	23.6%	15.0%	23.1%	16.4%	15.6%	14.6%	13.7%	18.6%	17.4%	12.1%	13.4%	10.4%	20.7%	17.4%	19.7%	18.1%
Somewhat Likely	4.9%	2.8%	3.1%	2.3%	3.5%	5.5%	1.7%	5.7%	1.9%	2.9%	4.7%	5.1%	4.1%	0.8%	5.1%	1.1%	6.3%	7.0%	3.6%	7.5%	3.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
DEFINITELY VOTING	79.0%	79.5%	80.8%	71.7%	81.4%	78.4%	86.1%	89.3%	70.9%	76.5%	76.7%	82.5%	79.4%	82.5%	83.3%	72.8%	74.7%	73.7%	73.4%
LIKELY VOTING	21.0%	20.5%	19.2%	28.3%	18.6%	21.6%	13.9%	10.7%	29.1%	23.5%	23.3%	17.5%	20.6%	17.5%	16.7%	27.2%	25.3%	26.3%	26.6%
Very Likely	16.1%	14.4%	9.8%	26.0%	12.7%	17.0%	10.3%	8.4%	23.3%	12.7%	18.8%	16.2%	15.9%	12.9%	10.8%	17.8%	21.7%	16.3%	22.7%
Somewhat Likely	4.9%	6.1%	9.4%	2.4%	5.8%	4.7%	3.6%	2.3%	5.9%	10.8%	4.6%	1.4%	4.7%	4.6%	6.0%	9.4%	3.7%	10.0%	3.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
DEFINITELY VOTING	79.0%	82.9%	74.1%	73.7%	71.3%	100.0%	100.0%	84.6%	69.5%	68.3%	100.0%	100.0%	100.0%	81.6%	78.1%	78.4%	26.5%	100.0%	100.0%
LIKELY VOTING	21.0%	17.1%	25.9%	26.3%	28.7%	-	-	15.4%	30.5%	31.7%	-	-	-	18.4%	21.9%	21.6%	73.5%	-	-
Very Likely	16.1%	12.4%	20.7%	20.8%	28.7%	-	-	8.6%	21.9%	22.7%	-	-	-	15.1%	19.7%	19.2%	73.5%	-	-
Somewhat Likely	4.9%	4.7%	5.2%	5.5%	-	-	-	6.8%	8.6%	9.0%	-	-	-	3.3%	2.3%	2.4%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
DEFINITELY VOTING	79.0%	71.6%	64.3%	87.6%	71.1%	85.3%	67.1%	81.5%	78.9%	79.0%	75.9%	85.3%	62.8%	80.8%	77.8%	77.0%	74.1%	85.0%
LIKELY VOTING	21.0%	28.4%	35.7%	12.4%	28.9%	14.7%	32.9%	18.5%	21.1%	21.0%	24.1%	14.7%	37.2%	19.2%	22.2%	23.0%	25.9%	15.0%
Very Likely	16.1%	22.2%	27.8%	8.9%	21.5%	11.9%	25.6%	14.0%	16.0%	16.2%	18.1%	11.9%	25.1%	12.6%	15.4%	14.8%	16.5%	11.5%
Somewhat Likely	4.9%	6.1%	8.0%	3.5%	7.4%	2.8%	7.2%	4.4%	5.1%	4.8%	6.0%	2.8%	12.1%	6.5%	6.9%	8.2%	9.3%	3.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
DEFINITELY VOTING	79.0%	71.1%	82.0%	79.9%	80.4%	77.5%	85.5%	77.4%	80.2%	71.2%	81.6%	83.8%	74.0%	79.3%	72.6%	70.5%	84.7%
LIKELY VOTING	21.0%	28.9%	18.0%	20.1%	19.6%	22.5%	14.5%	22.6%	19.8%	28.8%	18.4%	16.2%	26.0%	20.7%	27.4%	29.5%	15.3%
Very Likely	16.1%	26.1%	15.1%	16.6%	17.2%	19.4%	12.2%	15.0%	17.0%	26.4%	14.1%	8.1%	18.7%	14.7%	12.1%	22.0%	14.6%
Somewhat Likely	4.9%	2.9%	2.8%	3.5%	2.4%	3.1%	2.3%	7.6%	2.8%	2.4%	4.3%	8.2%	7.3%	6.1%	15.3%	7.5%	0.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
DEFINITELY VOTING	79.0%	73.9%	79.6%	88.7%	87.4%	74.1%	70.7%	89.1%	92.1%	78.1%	89.9%	97.2%	100.0%	96.0%
LIKELY VOTING	21.0%	26.1%	20.4%	11.3%	12.6%	25.9%	29.3%	10.9%	7.9%	21.9%	10.1%	2.8%	-	4.0%
Very Likely	16.1%	16.9%	14.9%	8.4%	12.6%	24.0%	13.1%	10.9%	7.9%	21.9%	10.1%	2.6%	-	3.6%
Somewhat Likely	4.9%	9.2%	5.5%	2.9%	0.1%	2.0%	16.2%	-	-	-	-	0.3%	-	0.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
REPUBLICAN CANDIDATE	45.0%	63.9%	46.4%	43.7%	37.4%	48.3%	32.7%	34.8%	25.7%	100.0%	100.0%	100.0%	-	-	-	-
Vote	43.8%	62.8%	41.9%	43.7%	37.2%	47.2%	31.3%	33.0%	25.7%	97.4%	100.0%	-	-	-	-	-
Lean	1.2%	1.0%	4.4%	-	0.2%	1.1%	1.4%	1.8%	-	2.6%	-	100.0%	-	-	-	-
DEMOCRATIC CANDIDATE	46.5%	27.0%	42.9%	45.8%	56.4%	45.4%	50.5%	53.0%	42.6%	-	-	-	100.0%	100.0%	100.0%	-
Vote	45.2%	27.0%	41.3%	42.6%	55.8%	44.5%	48.0%	50.3%	40.3%	-	-	-	97.3%	100.0%	-	-
Lean	1.3%	-	1.6%	3.2%	0.7%	0.9%	2.6%	2.6%	2.3%	-	-	-	2.7%	-	100.0%	-
FIRM UNDECIDED	8.5%	9.2%	10.7%	10.5%	6.2%	6.3%	16.8%	12.2%	31.7%	-	-	-	-	-	-	100.0%
Net Diff.	-1.4%	36.9%	3.5%	-2.1%	-19.1%	2.9%	-17.8%	-18.1%	-16.9%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
REPUBLICAN CANDIDATE	45.0%	83.9%	13.6%	36.5%	43.4%	11.1%	84.8%	41.8%	52.6%	46.0%	1.2%	55.2%	41.9%
Vote	43.8%	81.2%	12.5%	34.8%	42.8%	10.2%	83.6%	39.5%	51.9%	37.9%	1.2%	53.8%	40.0%
Lean	1.2%	2.6%	1.1%	1.7%	0.7%	0.9%	1.2%	2.2%	0.7%	8.1%	-	1.4%	1.9%
DEMOCRATIC CANDIDATE	46.5%	13.5%	68.9%	51.2%	49.4%	87.7%	10.9%	40.4%	40.2%	54.0%	54.0%	41.9%	46.2%
Vote	45.2%	13.5%	68.9%	50.8%	47.3%	85.4%	10.9%	38.8%	39.2%	54.0%	54.0%	41.9%	45.9%
Lean	1.3%	-	-	0.4%	2.1%	2.3%	-	1.5%	1.0%	-	-	-	0.3%
FIRM UNDECIDED	8.5%	2.6%	17.5%	12.3%	7.2%	1.1%	4.4%	17.9%	7.2%	-	44.8%	2.9%	11.9%
Net Diff.	-1.4%	70.4%	-55.3%	-14.7%	-5.9%	-76.6%	73.9%	1.4%	12.4%	-8.0%	-52.9%	13.3%	-4.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
REPUBLICAN CANDIDATE	45.0%	67.0%	20.2%	32.7%	34.2%	14.7%	36.5%	47.9%	94.0%	93.8%	100.0%	1.8%	1.8%	-	6.6%
Vote	43.8%	65.9%	20.2%	30.1%	33.7%	11.9%	36.5%	47.9%	92.3%	92.5%	85.8%	1.4%	1.5%	-	2.8%
Lean	1.2%	1.1%	*	2.6%	0.4%	2.9%	-	-	1.7%	1.4%	14.2%	0.3%	0.3%	-	3.8%
DEMOCRATIC CANDIDATE	46.5%	25.7%	74.1%	56.3%	62.2%	68.2%	59.6%	22.6%	2.2%	2.2%	-	95.1%	95.8%	50.2%	18.0%
Vote	45.2%	25.3%	73.6%	53.0%	59.9%	68.2%	57.2%	22.6%	2.2%	2.2%	-	92.4%	93.1%	50.2%	17.7%
Lean	1.3%	0.3%	0.5%	3.3%	2.3%	-	2.3%	-	-	-	-	2.7%	2.7%	-	0.3%
FIRM UNDECIDED	8.5%	7.3%	5.7%	11.0%	3.6%	17.1%	4.0%	29.4%	3.9%	4.0%	-	3.1%	2.4%	49.8%	75.4%
Net Diff.	-1.4%	41.3%	-53.9%	-23.5%	-28.0%	-53.4%	-23.1%	25.3%	91.8%	91.6%	100.0%	-93.4%	-94.1%	-50.2%	-11.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIDED	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
REPUBLICAN CANDIDATE	45.0%	96.1%	95.9%	99.8%	2.6%	1.8%	22.9%	30.4%	95.7%	9.1%	
Vote	43.8%	95.0%	95.1%	93.2%	2.1%	1.5%	15.8%	25.1%	93.7%	3.9%	
Lean	1.2%	1.0%	0.8%	6.7%	0.5%	0.3%	7.1%	5.3%	2.0%	5.2%	
DEMOCRATIC CANDIDATE	46.5%	1.8%	1.9%	-	91.7%	92.8%	66.7%	16.6%	1.2%	17.9%	
Vote	45.2%	1.8%	1.9%	-	89.3%	91.6%	35.2%	15.8%	1.2%	17.5%	
Lean	1.3%	0.0%	0.0%	-	2.4%	1.2%	31.5%	0.8%	-	0.4%	
FIRM UNDECIDED	8.5%	2.1%	2.2%	0.2%	5.7%	5.5%	10.4%	53.0%	3.1%	73.0%	
Net Diff.	-1.4%	94.2%	94.0%	99.8%	-89.1%	-91.0%	-43.8%	13.8%	94.5%	-8.8%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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 PROGRM 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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
REPUBLICAN CANDIDATE	45.0%	41.9%	53.4%	39.8%	48.6%	52.4%	36.5%	50.0%	24.2%	19.1%	88.6%	92.4%	80.5%	42.0%	80.5%	95.6%	14.1%	66.4%	70.3%	48.6%	18.6%	
Vote	43.8%	40.5%	52.1%	38.5%	47.3%	50.9%	35.5%	48.9%	22.4%	17.9%	87.4%	91.2%	80.5%	40.8%	80.5%	95.4%	13.3%	63.7%	67.3%	48.6%	18.6%	
Lean	1.2%	1.3%	1.2%	1.3%	1.3%	1.5%	1.0%	1.1%	1.7%	1.2%	1.2%	1.2%	-	1.2%	-	0.2%	0.8%	2.6%	3.0%	-	-	
DEMOCRATIC CANDIDATE	46.5%	49.4%	42.1%	50.1%	44.2%	37.9%	56.7%	41.0%	71.3%	68.6%	10.2%	6.4%	17.7%	49.1%	17.7%	3.9%	77.4%	19.1%	19.1%	25.3%	5.6%	
Vote	45.2%	48.2%	40.3%	49.5%	42.1%	36.8%	55.0%	39.9%	71.3%	66.6%	10.2%	6.4%	17.7%	47.7%	17.7%	3.9%	75.6%	17.9%	17.7%	25.3%	5.6%	
Lean	1.3%	1.2%	1.8%	0.6%	2.1%	1.1%	1.7%	1.0%	-	2.0%	-	-	-	1.4%	-	-	1.8%	1.2%	1.4%	-	-	
FIRM UNDECIDED	8.5%	8.7%	4.5%	10.1%	7.2%	9.7%	6.8%	9.0%	4.6%	12.3%	1.3%	1.2%	1.7%	8.9%	1.7%	0.5%	8.5%	14.5%	10.5%	26.1%	75.8%	
Net Diff.	-1.4%	-7.6%	11.3%	-10.3%	4.3%	14.5%	-20.1%	9.0%	-47.1%	-49.5%	78.4%	86.0%	62.8%	-7.1%	62.8%	91.8%	-63.3%	47.2%	51.2%	23.3%	13.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
REPUBLICAN CANDIDATE	45.0%	97.5%	17.1%	72.5%	94.0%	12.1%	60.3%	96.6%	31.9%	71.6%	90.9%	5.5%	45.8%	88.7%	5.1%	41.1%
Vote	43.8%	97.5%	16.3%	69.7%	93.7%	11.3%	57.7%	96.3%	29.9%	70.2%	90.9%	5.3%	38.2%	88.7%	4.9%	37.1%
Lean	1.2%	-	0.8%	2.7%	0.4%	0.8%	2.6%	0.2%	2.0%	1.4%	-	0.2%	7.6%	-	0.2%	4.0%
DEMOCRATIC CANDIDATE	46.5%	2.5%	73.0%	12.4%	5.1%	80.4%	25.9%	2.9%	57.9%	13.2%	8.8%	86.8%	42.0%	10.9%	87.0%	45.2%
Vote	45.2%	2.5%	72.6%	12.3%	5.1%	77.7%	23.6%	2.9%	56.0%	11.8%	8.8%	85.1%	41.7%	10.9%	85.3%	44.9%
Lean	1.3%	-	0.4%	0.1%	-	2.7%	2.3%	-	1.9%	1.5%	-	1.7%	0.3%	-	1.7%	0.3%
FIRM UNDECIDED	8.5%	-	9.9%	15.2%	0.9%	7.6%	13.9%	0.5%	10.2%	15.2%	0.3%	7.7%	12.3%	0.4%	7.9%	13.7%
Net Diff.	-1.4%	95.0%	-55.9%	60.1%	89.0%	-68.3%	34.4%	93.6%	-26.0%	58.3%	82.1%	-81.3%	3.8%	77.7%	-81.9%	-4.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
REPUBLICAN CANDIDATE	45.0%	98.9%	92.6%	7.0%	5.3%	8.6%	32.8%	74.9%	67.8%	80.8%	54.6%	10.1%	31.0%	82.4%	5.3%	34.0%	67.6%	11.2%	50.6%	90.9%
Vote	43.8%	98.9%	91.9%	6.1%	5.3%	6.8%	30.9%	74.1%	65.8%	80.8%	53.0%	10.1%	27.3%	81.7%	3.8%	33.2%	66.5%	9.7%	47.9%	90.4%
Lean	1.2%	-	0.6%	0.9%	-	1.7%	1.9%	0.9%	2.0%	-	1.5%	-	3.7%	0.7%	1.5%	0.8%	1.1%	1.5%	2.8%	0.5%
DEMOCRATIC CANDIDATE	46.5%	1.1%	7.1%	86.2%	84.8%	87.6%	56.7%	19.4%	23.8%	15.8%	15.4%	89.9%	53.6%	13.3%	84.1%	58.5%	25.3%	75.7%	37.5%	3.9%
Vote	45.2%	1.1%	7.1%	84.2%	83.2%	85.1%	54.7%	18.7%	22.3%	15.8%	8.5%	89.9%	52.8%	13.2%	80.9%	55.9%	24.1%	72.3%	36.7%	3.0%
Lean	1.3%	-	-	2.0%	1.6%	2.4%	2.0%	0.7%	1.5%	-	6.9%	-	0.8%	0.1%	3.2%	2.6%	1.3%	3.4%	0.8%	0.9%
FIRM UNDECIDED	8.5%	-	0.4%	6.7%	9.9%	3.9%	10.5%	5.7%	8.4%	3.5%	30.1%	-	15.4%	4.2%	10.6%	7.5%	7.1%	13.1%	11.9%	5.2%
Net Diff.	-1.4%	97.8%	85.5%	-79.2%	-79.4%	-79.0%	-23.8%	55.6%	43.9%	65.0%	39.2%	-79.8%	-22.7%	69.1%	-78.8%	-24.5%	42.3%	-64.5%	13.1%	87.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
REPUBLICAN CANDIDATE	45.0%	4.6%	12.8%	38.5%	4.3%	12.3%	32.4%	89.1%	3.2%	20.7%	55.5%	43.1%	46.2%	42.9%	50.9%	50.6%	42.8%	36.0%	79.1%	51.4%
Vote	43.8%	4.0%	11.8%	36.7%	3.7%	11.3%	32.4%	87.7%	2.4%	5.8%	53.4%	42.1%	45.8%	40.8%	50.9%	48.3%	42.2%	34.3%	78.7%	49.7%
Lean	1.2%	0.6%	0.9%	1.7%	0.6%	0.9%	-	1.4%	0.8%	14.8%	2.1%	1.0%	0.3%	2.0%	0.0%	2.4%	0.6%	1.7%	0.4%	1.6%
DEMOCRATIC CANDIDATE	46.5%	92.4%	78.3%	54.7%	92.6%	78.5%	60.1%	1.4%	89.5%	66.1%	27.9%	50.9%	46.8%	47.5%	42.6%	39.9%	49.9%	54.1%	14.4%	39.5%
Vote	45.2%	91.2%	75.0%	54.6%	91.4%	75.1%	59.9%	1.4%	87.0%	66.1%	26.9%	49.5%	45.7%	45.5%	42.6%	39.2%	48.0%	51.0%	13.4%	37.7%
Lean	1.3%	1.2%	3.3%	0.1%	1.2%	3.4%	0.2%	-	2.4%	-	1.0%	1.3%	1.1%	2.0%	-	0.7%	1.9%	3.2%	1.0%	1.8%
FIRM UNDECIDED	8.5%	3.0%	9.0%	6.8%	3.1%	9.2%	7.5%	9.5%	7.4%	13.2%	16.6%	6.1%	7.0%	9.7%	6.4%	9.4%	7.3%	9.9%	6.5%	9.1%
Net Diff.	-1.4%	-87.8%	-65.5%	-16.3%	-88.3%	-66.2%	-27.7%	87.7%	-86.3%	-45.4%	27.7%	-7.8%	-0.6%	-4.6%	8.3%	10.7%	-7.1%	-18.1%	64.7%	11.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
REPUBLICAN CANDIDATE	45.0%	13.3%	26.5%	11.2%	22.7%	55.8%	22.2%	56.7%	27.7%	54.7%	19.6%	75.6%	44.2%	26.6%	5.1%	21.6%	5.2%	43.8%	47.0%	49.7%	55.3%
Vote	43.8%	13.0%	23.8%	10.9%	21.9%	54.5%	21.2%	55.5%	27.0%	53.6%	18.4%	74.6%	42.3%	25.1%	4.8%	21.2%	4.8%	42.9%	45.4%	48.7%	53.4%
Lean	1.2%	0.3%	2.7%	0.3%	0.8%	1.2%	1.0%	1.3%	0.8%	1.2%	1.1%	1.0%	1.9%	1.5%	0.4%	0.4%	0.4%	1.0%	1.6%	1.0%	1.9%
DEMOCRATIC CANDIDATE	46.5%	79.2%	62.7%	81.1%	65.4%	37.7%	68.3%	34.8%	63.3%	40.7%	70.7%	18.1%	44.9%	66.5%	86.5%	70.9%	86.3%	46.5%	48.2%	40.9%	39.8%
Vote	45.2%	78.0%	60.4%	79.8%	62.8%	37.7%	65.1%	34.8%	62.5%	40.7%	66.3%	18.1%	41.1%	66.5%	83.7%	70.9%	83.5%	45.5%	46.4%	40.5%	39.8%
Lean	1.3%	1.3%	2.4%	1.3%	2.6%	-	3.2%	-	0.8%	-	4.4%	-	3.8%	-	2.8%	-	2.9%	1.0%	1.8%	0.4%	-
FIRM UNDECIDED	8.5%	7.5%	10.8%	7.7%	11.9%	6.6%	9.5%	8.5%	8.9%	4.6%	9.7%	6.3%	10.9%	7.0%	8.3%	7.5%	8.5%	9.7%	4.9%	9.4%	4.9%
Net Diff.	-1.4%	-65.9%	-36.2%	-69.9%	-42.7%	18.1%	-46.1%	21.9%	-35.6%	14.1%	-51.2%	57.6%	-0.8%	-39.9%	-81.4%	-49.2%	-81.2%	-2.6%	-1.2%	8.8%	15.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
REPUBLICAN CANDIDATE	45.0%	38.8%	41.6%	72.6%	61.4%	12.0%	25.2%	9.9%	22.4%	70.3%	19.5%	76.8%	20.8%	64.1%	18.8%	84.9%	34.5%	37.7%	7.8%	35.1%	5.8%
Vote	43.8%	37.9%	40.2%	71.6%	59.8%	11.0%	23.6%	8.9%	22.4%	69.3%	18.0%	75.9%	19.1%	63.1%	17.3%	83.8%	32.9%	37.2%	6.3%	34.5%	5.0%
Lean	1.2%	1.0%	1.5%	1.0%	1.7%	1.0%	1.6%	1.0%	-	0.9%	1.5%	0.9%	1.7%	1.0%	1.5%	1.1%	1.6%	0.5%	1.5%	0.6%	0.8%
DEMOCRATIC CANDIDATE	46.5%	51.3%	53.5%	17.6%	33.1%	78.5%	70.8%	80.3%	73.2%	24.9%	69.8%	18.1%	69.3%	31.3%	70.1%	10.6%	50.8%	56.7%	84.4%	58.9%	86.2%
Vote	45.2%	49.8%	50.6%	17.6%	30.2%	76.4%	70.8%	78.1%	73.2%	24.3%	68.4%	18.0%	68.7%	30.2%	68.2%	9.8%	48.8%	56.5%	83.5%	58.7%	85.1%
Lean	1.3%	1.5%	2.9%	-	3.0%	2.1%	-	2.2%	-	0.6%	1.4%	0.1%	0.5%	1.1%	2.0%	0.8%	2.0%	0.1%	1.0%	0.1%	1.0%
FIRM UNDECIDED	8.5%	9.9%	4.8%	9.8%	5.5%	9.5%	4.0%	9.8%	4.4%	4.9%	10.7%	5.1%	10.0%	4.6%	11.1%	4.5%	14.7%	5.7%	7.7%	6.1%	8.0%
Net Diff.	-1.4%	-12.4%	-11.9%	54.9%	28.3%	-66.5%	-45.6%	-70.3%	-50.9%	45.4%	-50.3%	58.7%	-48.5%	32.9%	-51.4%	74.3%	-16.3%	-19.0%	-76.6%	-23.8%	-80.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate in Raleigh were 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	PRO-CHOICE
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68	
REPUBLICAN CANDIDATE	45.0%	66.2%	77.1%	55.0%	65.1%	23.0%	49.7%	6.6%	6.9%	72.3%	25.0%	60.1%	21.8%	82.4%	38.4%	30.6%	10.5%	27.6%	8.3%	
Vote	43.8%	65.0%	76.5%	54.1%	63.5%	22.0%	48.3%	4.3%	6.4%	71.3%	24.1%	58.6%	20.8%	81.2%	37.5%	29.2%	9.5%	26.2%	8.0%	
Lean	1.2%	1.2%	0.5%	0.9%	1.7%	1.0%	1.4%	2.3%	0.5%	1.0%	0.9%	1.5%	1.1%	1.2%	1.0%	1.4%	1.0%	1.4%	0.3%	
DEMOCRATIC CANDIDATE	46.5%	25.5%	22.9%	38.0%	22.6%	67.5%	37.3%	91.0%	85.0%	19.7%	63.1%	31.4%	70.2%	7.9%	51.9%	64.2%	80.1%	66.9%	81.8%	
Vote	45.2%	24.9%	22.9%	38.0%	21.5%	65.3%	36.8%	91.0%	81.1%	19.7%	62.7%	30.2%	66.9%	7.1%	49.9%	64.1%	77.7%	66.8%	79.3%	
Lean	1.3%	0.6%	-	-	1.1%	2.2%	0.4%	-	3.9%	0.1%	0.4%	1.2%	3.3%	0.8%	2.0%	0.1%	2.4%	0.1%	2.5%	
FIRM UNDECIDED	8.5%	8.3%	-	7.0%	12.3%	9.4%	13.1%	2.3%	8.1%	8.0%	11.9%	8.5%	7.9%	9.7%	9.6%	5.2%	9.4%	5.5%	9.9%	
Net Diff.	-1.4%	40.7%	54.2%	17.0%	42.5%	-44.5%	12.4%	-84.4%	-78.1%	52.5%	-38.2%	28.7%	-48.4%	74.5%	-13.5%	-33.7%	-69.6%	-39.3%	-73.5%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
REPUBLICAN CANDIDATE	45.0%	67.0%	17.1%	14.8%	69.3%	10.0%	71.2%	74.2%	25.1%	23.7%	58.0%	100.0%	88.2%	61.7%	10.2%	6.9%	86.7%	-	69.5%
Vote	43.8%	65.8%	16.0%	14.1%	69.3%	10.0%	38.8%	72.6%	24.3%	23.0%	58.0%	100.0%	-	60.8%	8.8%	6.3%	86.7%	-	42.6%
Lean	1.2%	1.2%	1.1%	0.7%	-	-	32.4%	1.5%	0.9%	0.6%	-	-	88.2%	1.0%	1.4%	0.7%	-	-	26.9%
DEMOCRATIC CANDIDATE	46.5%	23.8%	75.1%	77.2%	30.7%	90.0%	27.8%	14.8%	67.1%	68.3%	42.0%	-	-	30.3%	82.1%	85.0%	13.3%	100.0%	30.5%
Vote	45.2%	22.6%	73.8%	75.7%	30.7%	90.0%	27.8%	14.8%	66.5%	67.7%	42.0%	-	-	28.3%	80.0%	82.7%	13.3%	100.0%	30.5%
Lean	1.3%	1.2%	1.4%	1.5%	-	-	-	-	0.5%	0.5%	-	-	-	2.0%	2.1%	2.2%	-	-	-
FIRM UNDECIDED	8.5%	9.2%	7.7%	8.1%	-	-	1.1%	11.0%	7.8%	8.1%	-	-	11.8%	7.9%	7.7%	8.1%	-	-	-
Net Diff.	-1.4%	43.2%	-58.0%	-62.4%	38.5%	-79.9%	43.4%	59.3%	-42.0%	-44.6%	16.1%	100.0%	88.2%	31.4%	-71.9%	-78.0%	73.5%	-100%	39.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
REPUBLICAN CANDIDATE	45.0%	48.9%	50.0%	52.4%	42.1%	39.3%	49.6%	44.0%	51.2%	40.6%	47.8%	39.3%	59.7%	49.5%	56.9%	47.1%	50.1%	54.5%
Vote	43.8%	46.1%	48.7%	50.8%	41.1%	38.8%	47.7%	43.0%	49.5%	39.8%	46.3%	38.8%	57.8%	48.4%	56.0%	45.5%	49.0%	53.2%
Lean	1.2%	2.8%	1.3%	1.7%	1.0%	0.5%	1.9%	1.0%	1.8%	0.8%	1.5%	0.5%	1.9%	1.1%	0.8%	1.5%	1.2%	1.3%
DEMOCRATIC CANDIDATE	46.5%	44.8%	44.3%	34.7%	47.6%	55.4%	44.5%	46.9%	38.9%	51.9%	42.2%	55.4%	33.8%	40.4%	31.9%	44.9%	37.6%	42.5%
Vote	45.2%	44.6%	43.4%	33.0%	46.3%	54.1%	43.8%	45.5%	37.6%	50.6%	40.9%	54.1%	33.4%	40.2%	31.7%	44.6%	37.3%	42.5%
Lean	1.3%	0.2%	0.9%	1.7%	1.3%	1.2%	0.6%	1.4%	1.2%	1.3%	1.3%	1.2%	0.4%	0.2%	0.2%	0.3%	0.3%	-
FIRM UNDECIDED	8.5%	6.3%	5.7%	12.8%	10.3%	5.3%	5.9%	9.1%	9.9%	7.5%	10.0%	5.3%	6.5%	10.2%	11.3%	8.0%	12.2%	3.0%
Net Diff.	-1.4%	4.1%	5.8%	17.7%	-5.5%	-16.1%	5.1%	-2.8%	12.4%	-11.4%	5.6%	-16.1%	25.9%	9.1%	25.0%	2.2%	12.5%	12.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
REPUBLICAN CANDIDATE	45.0%	40.4%	39.9%	46.3%	35.8%	45.8%	28.9%	51.4%	40.0%	33.4%	38.7%	63.2%	70.9%	51.5%	34.8%	46.1%	41.4%	
Vote	43.8%	38.5%	38.9%	43.7%	35.6%	44.0%	28.9%	50.2%	38.9%	33.1%	37.3%	61.3%	70.9%	49.0%	33.2%	44.2%	41.0%	
Lean	1.2%	1.9%	1.0%	2.6%	0.2%	1.7%	-	1.2%	1.1%	0.3%	1.3%	1.9%	-	2.5%	1.6%	2.0%	0.4%	
DEMOCRATIC CANDIDATE	46.5%	54.1%	51.8%	45.0%	57.0%	46.0%	64.2%	39.2%	52.2%	58.4%	50.8%	30.1%	18.9%	41.2%	53.1%	46.0%	50.4%	
Vote	45.2%	53.3%	49.5%	42.8%	55.0%	44.0%	62.1%	38.9%	50.1%	55.7%	49.7%	30.1%	18.3%	41.2%	51.7%	44.7%	48.6%	
Lean	1.3%	0.8%	2.3%	2.2%	2.0%	2.0%	2.1%	0.2%	2.1%	2.7%	1.1%	-	0.7%	-	1.4%	1.3%	1.7%	
FIRM UNDECIDED	8.5%	5.4%	8.3%	8.7%	7.2%	8.2%	6.9%	9.5%	7.8%	8.2%	10.5%	6.7%	10.2%	7.3%	12.1%	7.9%	8.3%	
Net Diff.	-1.4%	-13.7%	-11.9%	1.4%	-21.2%	-0.2%	-35.3%	12.2%	-12.2%	-25.0%	-12.1%	33.1%	52.0%	10.3%	-18.4%	0.2%	-9.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

2. If the general election for State Senate 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	104	52	40	46	57	29	32	25	7	2	20	6	14
REPUBLICAN CANDIDATE	45.0%	47.6%	62.4%	48.1%	39.4%	26.8%	49.7%	90.9%	92.5%	84.8%	17.5%	54.9%	100.0%	37.1%
Vote	43.8%	45.6%	60.3%	48.0%	39.4%	26.3%	45.8%	90.9%	92.5%	84.8%	17.5%	49.6%	94.9%	31.8%
Lean	1.2%	2.1%	2.1%	*	-	0.5%	3.9%	-	-	-	-	5.3%	5.1%	5.4%
DEMOCRATIC CANDIDATE	46.5%	40.8%	31.2%	42.5%	55.6%	66.0%	21.8%	5.7%	3.2%	15.2%	82.5%	31.9%	-	44.4%
Vote	45.2%	39.7%	30.3%	42.5%	51.2%	65.7%	18.8%	5.7%	3.2%	15.2%	82.5%	31.0%	-	43.3%
Lean	1.3%	1.1%	0.9%	-	4.4%	0.3%	2.9%	-	-	-	-	0.8%	-	1.2%
FIRM UNDECIDED	8.5%	11.6%	6.4%	9.4%	4.9%	7.1%	28.5%	3.4%	4.3%	-	-	13.2%	-	18.5%
Net Diff.	-1.4%	6.8%	31.2%	5.5%	-16.2%	-39.2%	28.0%	85.2%	89.4%	69.6%	-65.0%	23.0%	100.0%	-7.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
FAVORABLE	13.0%	32.1%	6.9%	10.1%	9.8%	16.1%	1.6%	2.1%	-	24.3%	24.1%	29.1%	3.8%	3.9%	-	4.0%
UNFAVORABLE	6.9%	12.3%	4.3%	6.9%	5.9%	7.3%	5.1%	4.6%	7.0%	2.1%	2.0%	6.6%	10.2%	10.4%	-	14.1%
NO OPINION	23.4%	15.8%	26.2%	10.2%	31.5%	23.6%	22.6%	17.5%	39.5%	19.0%	18.6%	32.9%	25.8%	26.3%	7.4%	33.9%
NEVER HEARD OF	56.7%	39.8%	62.6%	72.8%	52.9%	53.0%	70.7%	75.9%	53.5%	54.7%	55.3%	31.5%	60.2%	59.3%	92.6%	48.0%
Net Diff.	6.2%	19.8%	2.5%	3.2%	3.9%	8.8%	-3.6%	-2.5%	-7.0%	22.2%	22.2%	22.5%	-6.4%	-6.6%	-	-10.0%
Mean	1.76	2.27	1.48	2.00	1.54	1.84	1.28	1.36	1.15	2.12	2.12	1.94	1.45	1.45	1.00	1.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.

ROBERT HANIG

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	OPINION	HEARD OF	
Total	300	39	21	70	170	55	25	74	146	6	2	36	109
FAVORABLE	13.0%	100.0%	-	-	-	11.4%	67.7%	8.4%	6.6%	100.0%	-	65.2%	27.2%
UNFAVORABLE	6.9%	-	100.0%	-	-	18.4%	9.2%	5.7%	2.7%	-	100.0%	34.8%	15.3%
NO OPINION	23.4%	-	-	100.0%	-	28.6%	17.8%	57.0%	5.3%	-	-	-	57.5%
NEVER HEARD OF	56.7%	-	-	-	100.0%	41.6%	5.3%	28.9%	85.5%	-	-	-	-
Net Diff.	6.2%	100.0%	-100%	-	-	-7.0%	58.5%	2.7%	3.9%	100.0%	-100%	30.4%	11.8%
Mean	1.76	3.00	2.00	1.00	-	1.70	2.53	1.32	2.09	3.00	2.00	2.65	1.70



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
FAVORABLE	13.0%	18.3%	11.9%	8.6%	7.3%	2.9%	23.5%	2.0%	25.0%	25.6%	-	3.0%	3.0%	-	17.2%
UNFAVORABLE	6.9%	2.6%	11.2%	10.6%	12.3%	1.8%	10.4%	-	2.0%	2.0%	-	10.2%	10.2%	12.0%	17.2%
NO OPINION	23.4%	21.0%	19.0%	18.3%	30.5%	40.4%	13.9%	65.4%	21.1%	21.6%	-	24.0%	24.1%	19.8%	35.0%
NEVER HEARD OF	56.7%	58.1%	57.9%	62.6%	50.0%	54.9%	52.2%	32.5%	51.9%	50.8%	100.0%	62.8%	62.7%	68.2%	47.8%
Net Diff.	6.2%	15.7%	0.7%	-1.9%	-4.9%	1.1%	13.0%	2.0%	23.0%	23.6%	-	-7.2%	-7.1%	-12.0%	-17.1%
Mean	1.76	1.94	1.83	1.74	1.54	1.17	2.20	1.06	2.08	2.08	-	1.43	1.43	1.38	1.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.

ROBERT HANIG

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE-		BOTH
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIED	
		HANIG			JORDAN			FIRM	VOTE	BAL-
								UNDE-	HANIG	LOTS
								CIED		
Total	300	128	123	5	144	139	6	28	33	15
FAVORABLE	13.0%	26.1%	27.1%	0.2%	3.9%	4.1%	-	-	100.0%	-
UNFAVORABLE	6.9%	2.2%	2.3%	0.6%	10.7%	11.1%	-	8.3%	-	6.8%
NO OPINION	23.4%	19.3%	19.5%	15.0%	25.3%	24.9%	34.9%	32.7%	-	44.2%
NEVER HEARD OF	56.7%	52.3%	51.1%	84.2%	60.1%	59.9%	65.1%	59.0%	-	49.0%
Net Diff.	6.2%	23.9%	24.9%	-0.4%	-6.8%	-7.0%	-	-8.3%	100.0%	-6.8%
Mean	1.76	2.14	2.16	1.06	1.46	1.48	1.00	1.20	3.00	1.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	207	67	120	133		160	119	243	33		186	95	85	23		270	23	61	157	82	72	7	3			
FAVORABLE	13.0%	13.7%	9.2%	12.6%	13.9%		17.6%	6.6%	13.6%	12.6%		8.0%	22.8%	21.8%	22.5%		12.3%	22.5%	22.4%	4.9%	21.5%	20.4%	35.8%	15.8%			
UNFAVORABLE	6.9%	7.7%	6.5%	9.6%	6.4%		7.9%	5.8%	6.8%	12.0%		9.5%	3.0%	1.8%	6.0%		7.1%	6.0%	2.2%	8.9%	6.4%	7.2%	1.8%	-			
NO OPINION	23.4%	22.2%	23.6%	22.5%	23.5%		24.3%	22.6%	22.7%	23.6%		25.2%	19.7%	20.5%	18.2%		23.7%	18.2%	17.4%	24.7%	25.6%	27.2%	18.2%	5.7%			
NEVER HEARD OF	56.7%	56.4%	60.8%	55.3%	56.1%		50.3%	64.9%	56.9%	51.8%		57.2%	54.4%	55.9%	53.4%		56.8%	53.4%	58.0%	61.5%	46.5%	45.2%	44.1%	78.4%			
Net Diff.	6.2%	6.0%	2.7%	3.0%	7.5%		9.7%	0.8%	6.7%	0.7%		-1.5%	19.8%	20.0%	16.5%		5.2%	16.5%	20.2%	-4.0%	15.1%	13.2%	34.0%	15.8%			
Mean	1.76	1.81	1.63	1.78	1.78		1.87	1.54	1.79	1.77		1.60	2.07	2.03	2.09		1.74	2.09	2.12	1.49	1.92	1.87	2.31	2.47			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
FAVORABLE	13.0%	18.7%	6.1%	19.1%	25.6%	4.1%	23.9%	24.1%	6.7%	24.9%	13.9%	4.1%	8.4%	17.4%	4.2%	4.9%
UNFAVORABLE	6.9%	3.9%	4.8%	6.3%	0.8%	11.7%	6.6%	2.7%	7.3%	7.1%	-	9.7%	3.8%	-	9.9%	2.4%
NO OPINION	23.4%	20.5%	26.4%	16.0%	14.7%	23.5%	35.2%	17.1%	24.8%	21.0%	18.4%	24.4%	43.8%	22.9%	24.3%	48.8%
NEVER HEARD OF	56.7%	56.9%	62.7%	58.6%	59.0%	60.7%	34.3%	56.2%	61.2%	47.0%	67.7%	61.8%	44.0%	59.8%	61.6%	43.9%
Net Diff.	6.2%	14.7%	1.4%	12.9%	24.8%	-7.6%	17.3%	21.4%	-0.7%	17.7%	13.9%	-5.6%	4.7%	17.4%	-5.7%	2.5%
Mean	1.76	1.96	1.46	2.08	2.27	1.50	1.83	2.16	1.53	2.07	1.86	1.47	1.37	1.86	1.48	1.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
FAVORABLE	13.0%	30.0%	11.7%	10.5%	15.1%	6.4%	4.2%	22.5%	19.0%	25.4%	-	7.6%	3.6%	22.0%	12.2%	4.5%	23.0%	19.9%	6.3%	27.4%
UNFAVORABLE	6.9%	0.6%	5.8%	6.0%	5.4%	6.5%	13.6%	3.0%	3.9%	2.3%	-	3.3%	17.3%	0.4%	7.6%	11.3%	5.5%	10.7%	14.8%	0.6%
NO OPINION	23.4%	14.6%	22.3%	25.2%	25.6%	24.9%	21.8%	21.5%	27.0%	16.9%	46.8%	24.2%	14.4%	23.2%	25.8%	26.3%	19.7%	16.3%	22.6%	19.8%
NEVER HEARD OF	56.7%	54.8%	60.2%	58.2%	53.9%	62.1%	60.4%	53.0%	50.0%	55.4%	53.2%	64.9%	64.7%	54.3%	54.4%	57.9%	51.7%	53.1%	56.3%	52.2%
Net Diff.	6.2%	29.4%	5.9%	4.5%	9.7%	-0.1%	-9.4%	19.5%	15.1%	23.1%	-	4.3%	-13.7%	21.6%	4.7%	-6.8%	17.5%	9.2%	-8.6%	26.8%
Mean	1.76	2.34	1.74	1.65	1.77	1.51	1.55	2.02	1.84	2.19	1.00	1.53	1.70	1.97	1.70	1.48	2.07	2.08	1.63	2.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
FAVORABLE	13.0%	5.0%	1.9%	11.3%	5.2%	1.9%	10.5%	22.9%	3.4%	28.3%	20.4%	11.0%	11.1%	14.4%	7.8%	18.6%	13.4%	10.8%	19.3%	16.7%
UNFAVORABLE	6.9%	3.2%	12.2%	8.5%	3.4%	11.9%	9.3%	2.3%	11.1%	14.4%	8.0%	6.6%	7.5%	5.9%	5.0%	7.1%	9.3%	4.9%	4.0%	8.8%
NO OPINION	23.4%	29.9%	21.0%	25.3%	30.5%	20.3%	27.7%	21.5%	25.4%	14.1%	30.9%	22.4%	21.4%	28.0%	26.6%	18.9%	17.7%	36.0%	21.5%	22.1%
NEVER HEARD OF	56.7%	61.9%	65.0%	54.9%	61.0%	65.9%	52.5%	53.3%	60.1%	43.1%	40.8%	60.0%	60.0%	51.7%	60.6%	55.4%	59.6%	48.4%	55.1%	52.4%
Net Diff.	6.2%	1.7%	-10.4%	2.8%	1.8%	-10.0%	1.1%	20.6%	-7.6%	13.9%	12.4%	4.4%	3.5%	8.5%	2.8%	11.4%	4.1%	5.9%	15.3%	7.8%
Mean	1.76	1.35	1.45	1.69	1.35	1.46	1.64	2.03	1.45	2.25	1.82	1.72	1.74	1.72	1.52	1.99	1.89	1.51	1.95	1.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
FAVORABLE	13.0%	2.8%	10.0%	2.9%	8.8%	16.2%	5.6%	14.7%	3.9%	17.6%	6.4%	22.0%	10.7%	7.6%	1.6%	7.0%	1.7%	11.8%	15.9%	11.8%	16.4%
UNFAVORABLE	6.9%	11.1%	0.6%	11.4%	0.7%	6.8%	8.5%	6.3%	4.2%	7.3%	10.6%	7.0%	6.4%	6.5%	10.2%	7.1%	10.3%	8.1%	4.4%	5.4%	5.0%
NO OPINION	23.4%	21.3%	38.9%	21.4%	42.4%	22.7%	25.1%	21.7%	23.1%	23.7%	26.1%	19.9%	21.6%	26.6%	28.0%	27.6%	28.4%	25.4%	19.6%	26.2%	10.6%
NEVER HEARD OF	56.7%	64.8%	50.5%	64.4%	48.1%	54.4%	60.8%	57.2%	68.8%	51.4%	56.9%	51.1%	61.3%	59.4%	60.3%	58.4%	59.6%	54.7%	60.0%	56.6%	68.0%
Net Diff.	6.2%	-8.3%	9.4%	-8.5%	8.1%	9.3%	-2.9%	8.4%	-0.2%	10.3%	-4.2%	14.9%	4.3%	1.1%	-8.5%	-0.1%	-8.7%	3.8%	11.5%	6.4%	11.4%
Mean	1.76	1.47	1.42	1.48	1.35	1.86	1.50	1.84	1.39	1.87	1.54	2.04	1.72	1.53	1.34	1.51	1.34	1.70	1.91	1.67	2.18

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
FAVORABLE	13.0%	11.9%	15.6%	19.7%	19.8%	3.2%	10.0%	3.3%	9.2%	20.9%	6.0%	19.9%	5.6%	21.8%	6.3%	24.7%	11.7%	12.4%	1.7%	13.3%	1.0%
UNFAVORABLE	6.9%	10.4%	4.0%	5.7%	5.2%	10.8%	3.3%	11.1%	2.9%	3.6%	10.1%	1.9%	8.6%	5.1%	11.1%	2.4%	11.2%	6.2%	9.4%	6.0%	9.8%
NO OPINION	23.4%	24.6%	25.4%	24.5%	15.9%	26.2%	24.9%	26.4%	26.6%	21.0%	25.2%	21.0%	22.9%	21.0%	26.6%	18.7%	21.9%	25.9%	27.8%	26.1%	28.9%
NEVER HEARD OF	56.7%	53.1%	54.9%	50.2%	59.1%	59.8%	61.8%	59.2%	61.3%	54.6%	58.6%	57.2%	62.9%	52.1%	56.0%	54.2%	55.2%	55.5%	61.1%	54.7%	60.3%
Net Diff.	6.2%	1.5%	11.6%	14.0%	14.7%	-7.6%	6.7%	-7.9%	6.2%	17.3%	-4.1%	18.0%	-3.0%	16.6%	-4.8%	22.3%	0.5%	6.2%	-7.7%	7.3%	-8.8%
Mean	1.76	1.73	1.78	1.90	2.10	1.43	1.61	1.43	1.55	2.00	1.54	1.97	1.53	2.02	1.54	2.13	1.77	1.70	1.33	1.72	1.30



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
FAVORABLE	13.0%	15.6%	18.3%	10.8%	15.9%	7.6%	16.3%	0.3%	2.6%	11.1%	12.4%	20.1%	4.6%	20.3%	11.4%	5.3%	4.5%	5.6%	4.0%
UNFAVORABLE	6.9%	2.1%	0.8%	6.2%	1.4%	12.4%	9.8%	16.4%	13.5%	2.0%	10.3%	2.3%	13.7%	1.7%	13.6%	3.1%	11.6%	3.3%	11.7%
NO OPINION	23.4%	27.6%	24.7%	20.9%	31.0%	20.4%	26.4%	18.3%	16.5%	30.0%	13.7%	25.3%	24.6%	23.8%	19.5%	36.1%	20.8%	37.1%	21.5%
NEVER HEARD OF	56.7%	54.7%	56.1%	62.1%	51.6%	59.7%	47.5%	64.9%	67.4%	56.9%	63.6%	52.4%	57.2%	54.2%	55.5%	55.5%	63.2%	54.1%	62.8%
Net Diff.	6.2%	13.4%	17.5%	4.6%	14.5%	-4.8%	6.4%	-16.1%	-10.9%	9.1%	2.1%	17.8%	-9.1%	18.6%	-2.2%	2.2%	-7.1%	2.3%	-7.8%
Mean	1.76	1.73	1.85	1.73	1.69	1.68	1.81	1.49	1.57	1.56	1.96	1.89	1.53	1.92	1.82	1.31	1.56	1.32	1.53

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
FAVORABLE	13.0%	19.1%	5.4%	5.1%	-	-	32.4%	17.7%	7.2%	7.2%	-	-	88.2%	20.0%	3.8%	3.2%	-	-	26.9%
UNFAVORABLE	6.9%	5.8%	8.2%	8.4%	-	90.0%	-	7.4%	2.4%	2.5%	-	-	-	4.7%	13.2%	13.5%	-	100.0%	-
NO OPINION	23.4%	21.0%	26.4%	27.1%	5.2%	10.0%	23.8%	19.9%	24.2%	25.1%	-	100.0%	11.8%	21.7%	28.4%	28.9%	13.3%	-	24.9%
NEVER HEARD OF	56.7%	54.1%	60.0%	59.4%	94.8%	-	43.8%	54.9%	66.2%	65.2%	100.0%	-	-	53.6%	54.6%	54.3%	86.7%	-	48.1%
Net Diff.	6.2%	13.2%	-2.8%	-3.3%	-	-90.0%	32.4%	10.3%	4.9%	4.8%	-	-	88.2%	15.3%	-9.5%	-10.3%	-	-100%	26.9%
Mean	1.76	1.96	1.47	1.46	1.00	1.90	2.15	1.95	1.50	1.49	-	1.00	2.76	1.96	1.46	1.44	1.00	2.00	2.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.

ROBERT HANIG

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
FAVORABLE	13.0%	16.3%	12.6%	22.3%	14.9%	4.1%	14.0%	12.8%	18.8%	8.9%	17.3%	4.1%	7.2%	14.2%	16.6%	9.9%	15.8%	5.9%
UNFAVORABLE	6.9%	6.5%	1.0%	12.5%	7.3%	4.3%	3.2%	7.7%	8.5%	5.7%	8.1%	4.3%	0.9%	6.1%	6.4%	4.0%	6.5%	1.7%
NO OPINION	23.4%	15.3%	29.3%	19.9%	22.1%	27.0%	23.8%	23.4%	21.6%	24.8%	21.8%	27.0%	25.2%	21.1%	17.7%	25.3%	20.2%	26.0%
NEVER HEARD OF	56.7%	62.0%	57.1%	45.3%	55.7%	64.6%	59.0%	56.1%	51.1%	60.6%	52.9%	64.6%	66.7%	58.6%	59.4%	60.7%	57.5%	66.4%
Net Diff.	6.2%	9.8%	11.6%	9.8%	7.6%	-0.2%	10.9%	5.2%	10.2%	3.2%	9.2%	-0.2%	6.3%	8.1%	10.2%	5.9%	9.3%	4.2%
Mean	1.76	2.03	1.61	2.04	1.84	1.35	1.76	1.76	1.94	1.60	1.91	1.35	1.46	1.83	1.97	1.61	1.90	1.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.  
 ROBERT HANIG

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
FAVORABLE	13.0%	20.2%	11.8%	20.7%	8.2%	18.5%	2.8%	12.8%	13.2%	4.3%	16.3%	18.1%	24.3%	16.2%	11.0%	12.7%	11.1%
UNFAVORABLE	6.9%	5.2%	8.9%	10.4%	6.8%	9.4%	6.1%	5.1%	8.3%	4.8%	9.6%	6.0%	-	4.9%	18.5%	5.1%	6.6%
NO OPINION	23.4%	22.6%	25.1%	24.9%	24.5%	23.1%	27.7%	21.9%	24.7%	18.1%	26.1%	25.9%	49.2%	23.0%	26.0%	22.0%	20.6%
NEVER HEARD OF	56.7%	52.0%	54.3%	44.0%	60.6%	49.0%	63.4%	60.2%	53.9%	72.8%	48.0%	50.0%	26.5%	55.9%	44.5%	60.2%	61.6%
Net Diff.	6.2%	15.0%	2.9%	10.3%	1.3%	9.1%	-3.3%	7.8%	4.9%	-0.4%	6.7%	12.1%	24.3%	11.3%	-7.5%	7.6%	4.6%
Mean	1.76	1.95	1.71	1.92	1.59	1.91	1.32	1.77	1.75	1.50	1.81	1.84	1.66	1.85	1.73	1.77	1.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.

ROBERT HANIG

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	104	52	40	46	57	29	32	25	7	2	20	6	14
FAVORABLE	13.0%	14.4%	19.5%	17.5%	15.0%	-	13.4%	40.7%	46.7%	18.6%	-	4.0%	-	5.6%
UNFAVORABLE	6.9%	8.6%	4.7%	1.4%	10.8%	6.3%	11.0%	2.7%	-	12.8%	-	6.3%	-	8.7%
NO OPINION	23.4%	30.3%	21.5%	16.2%	13.9%	25.5%	39.7%	10.9%	13.8%	-	70.0%	25.1%	-	35.1%
NEVER HEARD OF	56.7%	46.7%	54.3%	64.9%	60.3%	68.2%	35.9%	45.7%	39.5%	68.6%	30.0%	64.6%	100.0%	50.6%
Net Diff.	6.2%	5.8%	14.8%	16.1%	4.2%	-6.3%	2.4%	38.0%	46.7%	5.8%	-	-2.2%	-	-3.1%
Mean	1.76	1.70	1.96	2.04	2.03	1.20	1.59	2.55	2.54	2.59	1.00	1.40	-	1.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
FAVORABLE	18.3%	9.5%	17.3%	11.6%	25.5%	18.5%	17.5%	22.3%	1.6%	4.5%	4.3%	14.3%	34.6%	34.6%	33.3%	2.4%
UNFAVORABLE	8.4%	5.3%	5.8%	9.2%	10.6%	9.1%	5.7%	0.5%	22.9%	15.8%	16.0%	8.3%	2.0%	2.0%	-	4.3%
NO OPINION	24.8%	29.7%	25.9%	20.2%	24.4%	25.2%	23.1%	22.5%	24.9%	23.0%	22.3%	47.0%	21.5%	21.3%	30.0%	52.0%
NEVER HEARD OF	48.5%	55.5%	51.0%	59.0%	39.5%	47.1%	53.7%	54.7%	50.5%	56.7%	57.4%	30.4%	41.9%	42.1%	36.7%	41.3%
Net Diff.	9.9%	4.2%	11.5%	2.5%	15.0%	9.4%	11.8%	21.9%	-21.3%	-11.3%	-11.7%	6.1%	32.6%	32.6%	33.3%	-1.9%
Mean	1.87	1.55	1.82	1.79	2.02	1.87	1.88	2.00	1.53	1.57	1.58	1.53	2.22	2.23	2.05	1.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
FAVORABLE	18.3%	16.0%	49.1%	22.4%	13.4%	100.0%	-	-	-	100.0%	-	45.8%	29.5%
UNFAVORABLE	8.4%	43.6%	11.3%	6.4%	0.8%	-	100.0%	-	-	-	100.0%	54.2%	21.9%
NO OPINION	24.8%	16.0%	20.7%	60.3%	12.6%	-	-	100.0%	-	-	-	-	48.6%
NEVER HEARD OF	48.5%	24.4%	18.9%	11.0%	73.2%	-	-	-	100.0%	-	-	-	-
Net Diff.	9.9%	-27.6%	37.9%	16.0%	12.6%	100.0%	-100%	-	-	100.0%	-100%	-8.4%	7.6%
Mean	1.87	2.00	2.35	1.57	2.03	3.00	2.00	1.00	-	3.00	2.00	2.46	1.81

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
FAVORABLE	18.3%	7.4%	38.4%	20.7%	25.6%	22.9%	33.0%	0.8%	3.8%	3.9%	-	34.7%	35.0%	19.3%	5.8%
UNFAVORABLE	8.4%	13.8%	*	5.2%	7.6%	-	20.0%	-	15.3%	15.6%	-	2.0%	2.1%	-	5.0%
NO OPINION	24.8%	24.9%	15.8%	23.2%	25.1%	29.9%	8.8%	76.4%	25.7%	25.1%	48.4%	20.6%	20.2%	49.8%	46.4%
NEVER HEARD OF	48.5%	53.9%	45.8%	50.9%	41.7%	47.2%	38.2%	22.8%	55.3%	55.4%	51.6%	42.6%	42.8%	30.8%	42.8%
Net Diff.	9.9%	-6.3%	38.3%	15.5%	18.0%	22.9%	13.0%	0.8%	-11.5%	-11.7%	-	32.7%	32.9%	19.3%	0.9%
Mean	1.87	1.62	2.42	1.95	2.01	1.87	2.39	1.02	1.51	1.52	1.00	2.25	2.26	1.56	1.29



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
FAVORABLE	18.3%	3.8%	4.0%	-	34.5%	35.0%	23.3%	0.7%	6.3%	1.3%
UNFAVORABLE	8.4%	16.6%	17.1%	3.7%	1.1%	1.1%	-	8.5%	50.9%	6.8%
NO OPINION	24.8%	21.0%	21.2%	18.0%	24.5%	24.2%	32.0%	43.3%	14.3%	40.0%
NEVER HEARD OF	48.5%	58.5%	57.8%	78.3%	39.9%	39.7%	44.7%	47.4%	28.5%	51.9%
Net Diff.	9.9%	-12.8%	-13.2%	-3.7%	33.5%	33.9%	23.3%	-7.8%	-44.7%	-5.6%
Mean	1.87	1.58	1.59	1.17	2.17	2.18	1.84	1.19	1.89	1.19

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	207	67	120	133		160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
FAVORABLE	18.3%	21.8%	11.6%	23.0%	17.7%		16.1%	23.8%	17.5%	28.8%	25.7%	6.1%	5.7%	8.3%	19.4%	8.3%	4.0%	27.5%	11.5%	11.1%	11.9%	18.8%
UNFAVORABLE	8.4%	7.1%	11.7%	8.1%	9.0%		11.5%	4.7%	8.5%	9.3%	3.1%	20.3%	17.6%	18.9%	7.7%	18.9%	16.3%	3.9%	11.2%	10.9%	18.2%	1.9%
NO OPINION	24.8%	21.7%	31.4%	18.3%	29.8%		24.3%	26.0%	24.6%	16.6%	26.2%	21.0%	19.1%	27.7%	24.0%	27.7%	14.1%	23.9%	34.3%	34.6%	46.1%	2.8%
NEVER HEARD OF	48.5%	49.4%	45.3%	50.6%	43.5%		48.1%	45.5%	49.4%	45.3%	45.0%	52.7%	57.6%	45.1%	48.9%	45.1%	65.6%	44.8%	43.1%	43.5%	23.8%	76.5%
Net Diff.	9.9%	14.7%	-0.1%	14.9%	8.8%		4.6%	19.2%	8.9%	19.4%	22.5%	-14.2%	-12.0%	-10.6%	11.7%	-10.6%	-12.3%	23.6%	0.3%	0.2%	-6.3%	16.8%
Mean	1.87	2.00	1.64	2.09	1.79		1.84	1.96	1.86	2.22	1.99	1.69	1.68	1.65	1.91	1.65	1.71	2.06	1.60	1.58	1.55	2.68

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
FAVORABLE	18.3%	4.7%	20.2%	9.4%	3.4%	32.4%	13.6%	3.0%	22.3%	8.3%	9.1%	30.1%	23.4%	11.3%	30.8%	23.3%
UNFAVORABLE	8.4%	13.6%	7.2%	14.4%	18.5%	1.6%	7.9%	17.1%	0.5%	13.9%	12.6%	5.5%	0.3%	15.7%	5.3%	0.3%
NO OPINION	24.8%	19.2%	24.8%	24.6%	9.8%	23.3%	44.1%	14.3%	26.2%	29.9%	12.7%	22.6%	52.6%	15.8%	22.5%	55.2%
NEVER HEARD OF	48.5%	62.5%	47.8%	51.7%	68.2%	42.7%	34.5%	65.6%	51.1%	47.9%	65.6%	41.7%	23.7%	57.2%	41.4%	21.1%
Net Diff.	9.9%	-8.9%	12.9%	-5.0%	-15.1%	30.8%	5.6%	-14.1%	21.8%	-5.6%	-3.5%	24.6%	23.1%	-4.4%	25.4%	23.0%
Mean	1.87	1.61	1.91	1.69	1.80	2.16	1.53	1.67	1.92	1.59	1.90	2.13	1.62	1.90	2.14	1.60

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
FAVORABLE	18.3%	4.0%	4.7%	36.8%	39.2%	34.6%	19.9%	9.4%	10.1%	8.8%	12.4%	30.8%	19.1%	5.8%	40.2%	20.3%	12.8%	32.1%	18.5%	3.0%
UNFAVORABLE	8.4%	16.4%	19.0%	0.3%	-	0.6%	5.1%	16.0%	17.7%	14.7%	-	-	9.3%	17.7%	0.5%	2.6%	14.4%	0.8%	0.9%	19.4%
NO OPINION	24.8%	14.7%	12.9%	24.1%	28.8%	20.0%	26.1%	24.1%	28.5%	20.6%	41.3%	22.8%	25.2%	24.0%	24.9%	26.7%	24.2%	24.3%	21.9%	24.1%
NEVER HEARD OF	48.5%	64.9%	63.3%	38.8%	32.0%	44.9%	48.9%	50.5%	43.8%	55.9%	46.3%	46.4%	46.3%	52.4%	34.4%	50.4%	48.6%	42.8%	58.7%	53.5%
Net Diff.	9.9%	-12.4%	-14.3%	36.5%	39.2%	34.0%	14.8%	-6.7%	-7.6%	-5.9%	12.4%	30.8%	9.8%	-11.9%	39.8%	17.8%	-1.5%	31.4%	17.7%	-16.4%
Mean	1.87	1.70	1.78	2.21	2.15	2.26	1.88	1.70	1.67	1.73	1.46	2.15	1.89	1.62	2.23	1.87	1.78	2.14	1.92	1.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
FAVORABLE	18.3%	39.6%	21.4%	23.8%	41.1%	21.3%	25.7%	4.7%	31.6%	1.9%	12.3%	19.8%	19.6%	18.4%	15.9%	15.1%	22.3%	21.3%	8.0%	15.6%
UNFAVORABLE	8.4%	-	9.9%	8.2%	-	9.3%	9.0%	14.5%	2.6%	10.0%	15.7%	6.4%	8.4%	9.9%	7.0%	17.5%	9.4%	3.1%	12.5%	9.3%
NO OPINION	24.8%	23.6%	31.0%	24.3%	24.0%	30.6%	25.2%	25.5%	23.8%	38.2%	36.6%	22.4%	25.1%	24.4%	25.8%	23.0%	24.7%	25.6%	28.6%	19.9%
NEVER HEARD OF	48.5%	36.8%	37.7%	43.7%	34.9%	38.8%	40.1%	55.3%	42.0%	49.9%	35.4%	51.4%	46.8%	47.3%	51.2%	44.3%	43.6%	49.9%	50.8%	55.2%
Net Diff.	9.9%	39.6%	11.6%	15.7%	41.1%	12.0%	16.7%	-9.8%	29.0%	-8.1%	-3.4%	13.4%	11.2%	8.6%	8.9%	-2.4%	12.9%	18.2%	-4.6%	6.3%
Mean	1.87	2.25	1.85	1.99	2.26	1.85	2.01	1.53	2.13	1.28	1.62	1.95	1.90	1.89	1.80	1.86	1.96	1.92	1.58	1.90

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
FAVORABLE	18.3%	31.4%	23.6%	32.3%	25.6%	17.9%	22.4%	15.0%	15.5%	20.9%	25.7%	12.1%	13.3%	26.3%	29.5%	28.2%	30.0%	17.6%	19.8%	13.8%	14.5%
UNFAVORABLE	8.4%	4.3%	10.8%	4.4%	10.8%	11.3%	4.4%	11.8%	7.1%	10.8%	3.1%	13.4%	6.1%	8.4%	3.2%	8.5%	3.2%	5.9%	12.0%	10.0%	10.7%
NO OPINION	24.8%	21.7%	32.9%	21.8%	34.1%	24.4%	21.7%	24.2%	18.8%	24.5%	23.1%	22.2%	20.3%	27.5%	22.9%	27.6%	23.2%	25.8%	23.8%	24.9%	21.3%
NEVER HEARD OF	48.5%	42.6%	32.7%	41.5%	29.5%	46.4%	51.5%	49.0%	58.5%	43.7%	48.1%	52.3%	60.4%	37.9%	44.4%	35.7%	43.5%	50.7%	44.4%	51.3%	53.6%
Net Diff.	9.9%	27.1%	12.9%	27.9%	14.8%	6.6%	17.9%	3.2%	8.4%	10.1%	22.5%	-1.2%	7.3%	17.9%	26.3%	19.7%	26.8%	11.8%	7.8%	3.8%	3.8%
Mean	1.87	2.17	1.86	2.18	1.88	1.88	2.01	1.82	1.92	1.94	2.05	1.79	1.82	1.98	2.12	2.01	2.12	1.83	1.93	1.77	1.85

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
FAVORABLE	18.3%	20.9%	23.3%	7.5%	15.5%	28.8%	26.5%	29.7%	27.8%	10.7%	28.5%	8.6%	23.2%	12.7%	31.9%	7.6%	17.8%	17.7%	36.8%	18.3%	38.3%
UNFAVORABLE	8.4%	2.4%	12.8%	7.4%	16.5%	4.1%	5.3%	4.2%	5.0%	15.3%	2.4%	18.0%	3.6%	12.7%	1.7%	17.9%	0.5%	9.6%	3.9%	10.3%	3.6%
NO OPINION	24.8%	26.6%	25.4%	27.5%	19.4%	24.0%	29.9%	24.1%	30.8%	25.1%	24.0%	22.4%	22.8%	27.7%	24.8%	22.8%	28.5%	30.0%	20.7%	30.5%	20.8%
NEVER HEARD OF	48.5%	50.2%	38.6%	57.6%	48.6%	43.1%	38.2%	42.0%	36.4%	48.9%	45.0%	51.0%	50.4%	46.9%	41.7%	51.7%	53.2%	42.6%	38.5%	40.9%	37.2%
Net Diff.	9.9%	18.5%	10.4%	0.1%	-0.9%	24.7%	21.2%	25.5%	22.8%	-4.6%	26.1%	-9.5%	19.6%	-0.0%	30.2%	-10.2%	17.4%	8.1%	32.9%	8.0%	34.7%
Mean	1.87	1.89	1.97	1.53	1.92	2.08	1.95	2.10	1.95	1.72	2.08	1.72	2.01	1.72	2.12	1.69	1.77	1.79	2.26	1.79	2.28

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
FAVORABLE	18.3%	11.5%	13.7%	24.6%	6.4%	27.9%	22.0%	19.1%	33.7%	8.8%	21.2%	14.3%	32.1%	6.8%	18.7%	22.0%	35.5%	23.3%	36.8%
UNFAVORABLE	8.4%	11.8%	19.4%	14.1%	7.7%	3.9%	6.8%	3.5%	1.8%	11.6%	9.5%	12.0%	0.4%	14.5%	2.5%	5.8%	5.0%	6.1%	4.8%
NO OPINION	24.8%	29.2%	26.0%	12.1%	36.2%	20.3%	27.1%	11.8%	17.0%	26.9%	20.3%	31.6%	20.3%	26.8%	23.9%	34.6%	17.2%	35.5%	17.0%
NEVER HEARD OF	48.5%	47.4%	40.8%	49.2%	49.7%	47.9%	44.0%	65.6%	47.5%	52.7%	49.0%	42.1%	47.2%	51.8%	54.8%	37.6%	42.3%	35.1%	41.4%
Net Diff.	9.9%	-0.2%	-5.7%	10.5%	-1.3%	24.0%	15.2%	15.6%	31.9%	-2.7%	11.6%	2.3%	31.7%	-7.7%	16.2%	16.2%	30.5%	17.2%	32.0%
Mean	1.87	1.66	1.79	2.25	1.41	2.15	1.91	2.21	2.32	1.62	2.02	1.70	2.22	1.58	1.89	1.80	2.32	1.81	2.34



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
FAVORABLE	18.3%	11.0%	27.7%	28.7%	-	90.0%	7.9%	10.0%	17.6%	18.1%	-	-	88.2%	11.7%	36.4%	37.9%	-	100.0%	-		
UNFAVORABLE	8.4%	10.7%	5.4%	5.4%	9.0%	-	-	12.1%	9.5%	9.3%	14.8%	-	-	9.8%	1.9%	2.0%	-	-	-		
NO OPINION	24.8%	24.0%	25.7%	25.9%	5.2%	10.0%	48.3%	27.5%	19.0%	19.7%	-	100.0%	11.8%	21.5%	31.5%	31.4%	13.3%	-	51.9%		
NEVER HEARD OF	48.5%	54.2%	41.2%	40.0%	85.8%	-	43.8%	50.4%	53.8%	52.9%	85.2%	-	-	57.0%	30.3%	28.7%	86.7%	-	48.1%		
Net Diff.	9.9%	0.3%	22.3%	23.2%	-9.0%	90.0%	7.9%	-2.0%	8.1%	8.7%	-14.8%	-	88.2%	1.9%	34.5%	35.9%	-	100.0%	-		
Mean	1.87	1.71	2.03	2.05	1.63	2.80	1.28	1.65	1.97	1.97	2.00	1.00	2.76	1.77	2.07	2.09	1.00	3.00	1.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
FAVORABLE	18.3%	28.0%	17.9%	14.5%	15.9%	21.2%	21.8%	17.6%	17.6%	18.9%	16.9%	21.2%	12.4%	13.8%	13.9%	13.2%	13.4%	14.0%
UNFAVORABLE	8.4%	4.5%	12.6%	11.6%	10.4%	3.8%	9.4%	8.2%	10.7%	6.7%	10.6%	3.8%	3.2%	12.7%	7.3%	13.6%	12.0%	8.2%
NO OPINION	24.8%	13.9%	22.1%	24.5%	29.0%	24.9%	18.9%	26.1%	22.1%	26.8%	24.7%	24.9%	26.1%	23.0%	23.7%	23.5%	24.5%	21.4%
NEVER HEARD OF	48.5%	53.6%	47.5%	49.5%	44.6%	50.1%	49.9%	48.2%	49.6%	47.6%	47.7%	50.1%	58.3%	50.5%	55.1%	49.6%	50.2%	56.5%
Net Diff.	9.9%	23.5%	5.3%	2.9%	5.5%	17.4%	12.4%	9.4%	6.9%	12.1%	6.4%	17.4%	9.2%	1.1%	6.6%	-0.4%	1.4%	5.8%
Mean	1.87	2.30	1.92	1.80	1.76	1.93	2.06	1.84	1.91	1.85	1.85	1.93	1.67	1.81	1.78	1.80	1.78	1.83

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
FAVORABLE	18.3%	30.4%	20.4%	20.8%	22.9%	19.9%	26.2%	13.5%	22.1%	20.5%	23.0%	11.2%	3.2%	16.2%	28.8%	10.7%	21.9%
UNFAVORABLE	8.4%	15.1%	4.8%	13.6%	1.7%	9.4%	0.8%	10.8%	6.5%	2.3%	10.9%	11.7%	13.6%	10.9%	10.3%	8.8%	6.2%
NO OPINION	24.8%	12.3%	28.5%	20.7%	29.1%	24.9%	27.4%	23.5%	25.8%	24.8%	23.3%	26.4%	46.7%	22.5%	17.6%	28.2%	23.1%
NEVER HEARD OF	48.5%	42.2%	46.4%	44.9%	46.2%	45.7%	45.7%	52.1%	45.7%	52.4%	42.8%	50.8%	36.5%	50.4%	43.3%	52.4%	48.7%
Net Diff.	9.9%	15.3%	15.7%	7.2%	21.2%	10.5%	25.4%	2.7%	15.6%	18.2%	12.1%	-0.5%	-10.4%	5.3%	18.5%	1.9%	15.7%
Mean	1.87	2.31	1.85	2.00	1.88	1.91	1.98	1.79	1.93	1.91	1.99	1.69	1.32	1.87	2.20	1.63	1.98

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

4. Opinion: VALERIE JORDAN

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	104	52	40	46	57	29	32	25	7	2	20	6	14
FAVORABLE	18.3%	15.8%	13.4%	14.0%	18.4%	30.3%	6.5%	8.5%	4.3%	24.3%	56.0%	19.8%	-	27.6%
UNFAVORABLE	8.4%	11.5%	14.9%	4.3%	2.8%	4.0%	10.6%	18.2%	18.1%	18.6%	-	1.4%	5.1%	-
NO OPINION	24.8%	27.2%	23.7%	22.7%	22.3%	24.9%	42.0%	30.0%	33.8%	15.9%	26.5%	30.9%	32.8%	30.1%
NEVER HEARD OF	48.5%	45.5%	48.1%	59.0%	56.4%	40.7%	40.9%	43.3%	43.9%	41.2%	17.5%	47.9%	62.2%	42.3%
Net Diff.	9.9%	4.2%	-1.5%	9.6%	15.6%	26.3%	-4.1%	-9.7%	-13.9%	5.6%	56.0%	18.4%	-5.1%	27.6%
Mean	1.87	1.79	1.80	1.79	1.91	2.09	1.40	1.62	1.47	2.14	2.36	1.79	1.13	1.96

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
ECONOMIC ISSUES	40.7%	52.4%	45.2%	38.4%	34.9%	43.9%	28.7%	26.5%	35.9%	60.6%	61.2%	39.3%	22.5%	22.8%	10.9%	35.0%
CRIME/PUBLIC SAFETY	20.8%	16.4%	24.9%	19.8%	21.0%	19.5%	25.6%	24.7%	28.5%	15.1%	14.3%	46.5%	25.2%	24.4%	54.5%	26.8%
HEALTHCARE ISSUES	14.8%	15.5%	9.3%	16.3%	16.6%	14.0%	18.0%	21.6%	6.1%	6.6%	6.8%	0.3%	23.6%	24.1%	5.6%	10.0%
EDUCATION ISSUES	11.8%	8.5%	10.1%	11.6%	14.1%	12.3%	9.9%	10.3%	8.5%	9.0%	9.1%	4.3%	15.8%	15.7%	21.5%	5.1%
CULTURAL/SOCIAL ISSUES	4.0%	3.6%	3.6%	6.8%	3.0%	3.6%	5.5%	5.3%	5.8%	3.2%	3.3%	-	5.1%	5.1%	7.4%	1.9%
ENVIRONMENTAL ISSUES	4.0%	3.6%	4.4%	4.5%	3.6%	3.7%	5.1%	4.9%	5.7%	1.3%	1.1%	9.6%	5.8%	6.0%	-	8.0%
DK/REFUSED	3.9%	-	2.5%	2.6%	6.7%	2.9%	7.3%	6.7%	9.4%	4.1%	4.2%	-	1.9%	1.9%	-	13.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
ECONOMIC ISSUES	40.7%	57.3%	15.5%	36.4%	41.7%	16.6%	66.8%	41.0%	45.2%	41.5%	44.4%	44.0%	39.0%
CRIME/PUBLIC SAFETY	20.8%	13.8%	32.0%	16.2%	23.0%	23.5%	12.9%	19.5%	21.8%	8.6%	45.2%	17.7%	17.7%
HEALTHCARE ISSUES	14.8%	13.6%	24.2%	12.0%	15.1%	31.1%	*	9.5%	14.0%	22.5%	-	15.0%	13.0%
EDUCATION ISSUES	11.8%	6.6%	21.1%	15.4%	10.4%	16.5%	10.7%	12.0%	10.1%	11.9%	1.2%	13.3%	15.5%
CULTURAL/SOCIAL ISSUES	4.0%	7.2%	6.1%	2.4%	3.7%	7.2%	9.6%	1.4%	3.2%	10.0%	9.2%	8.5%	4.3%
ENVIRONMENTAL ISSUES	4.0%	0.9%	1.0%	6.8%	3.8%	5.0%	-	4.8%	3.9%	5.5%	-	1.5%	4.0%
DK/REFUSED	3.9%	0.6%	-	10.8%	2.2%	0.2%	-	11.9%	1.8%	-	-	-	6.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF BUDD	VOTE	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	122	44	62	35	12	12	12	140	136	3	139	137	2	21
ECONOMIC ISSUES	40.7%	100.0%	-	-	-	-	-	-	58.9%	59.1%	50.1%	23.4%	23.4%	27.0%	34.8%
CRIME/PUBLIC SAFETY	20.8%	-	100.0%	-	-	-	-	-	16.1%	16.4%	1.5%	23.8%	23.7%	33.1%	32.3%
HEALTHCARE ISSUES	14.8%	100.0%	-	-	-	-	-	-	7.2%	7.3%	-	23.7%	23.8%	20.1%	6.5%
EDUCATION ISSUES	11.8%	-	-	100.0%	-	-	-	-	8.0%	8.2%	-	16.5%	16.6%	10.3%	5.6%
CULTURAL/SOCIAL ISSUES	4.0%	-	-	-	-	100.0%	-	-	3.3%	3.4%	-	5.1%	5.2%	-	0.9%
ENVIRONMENTAL ISSUES	4.0%	-	-	-	100.0%	-	-	-	2.4%	2.5%	-	5.9%	6.0%	-	1.5%
DK/REFUSED	3.9%	-	-	-	-	-	100.0%	-	4.1%	3.0%	48.4%	1.5%	1.3%	9.5%	18.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR- UNDE- ABLE CIDE HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDE	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
ECONOMIC ISSUES	40.7%	61.8%	62.8%	36.0%	24.2%	24.0%	30.2%	29.4%	63.9%	36.7%
CRIME/PUBLIC SAFETY	20.8%	15.3%	13.9%	50.6%	23.2%	22.4%	43.4%	33.6%	15.5%	30.7%
HEALTHCARE ISSUES	14.8%	6.8%	7.1%	-	23.8%	24.7%	4.0%	5.0%	8.5%	2.1%
EDUCATION ISSUES	11.8%	9.6%	9.5%	13.4%	15.4%	15.3%	19.3%	3.0%	5.5%	3.9%
CULTURAL/SOCIAL ISSUES	4.0%	3.5%	3.6%	-	4.8%	5.0%	-	2.5%	6.6%	1.3%
ENVIRONMENTAL ISSUES	4.0%	-	-	-	7.2%	7.4%	3.1%	5.3%	-	-
DK/REFUSED	3.9%	3.0%	3.1%	-	1.3%	1.3%	-	21.3%	-	25.3%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

	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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
ECONOMIC ISSUES	40.7%	43.6%	35.2%	42.8%	43.5%	46.0%	34.6%	44.5%	22.5%	32.2%	56.2%	56.5%	51.7%	39.8%	51.7%	65.7%	23.7%	54.6%	56.7%	50.1%	17.8%
CRIME/PUBLIC SAFETY	20.8%	19.5%	26.1%	21.4%	21.8%	20.6%	22.7%	21.1%	17.1%	22.6%	18.4%	13.8%	31.8%	19.9%	31.8%	11.5%	26.0%	17.8%	15.5%	15.1%	74.0%
HEALTHCARE ISSUES	14.8%	13.9%	12.4%	16.9%	12.4%	13.2%	16.0%	13.4%	31.9%	20.3%	5.2%	5.9%	7.0%	15.8%	7.0%	9.3%	20.7%	7.8%	8.4%	4.7%	2.7%
EDUCATION ISSUES	11.8%	12.5%	14.2%	9.4%	12.6%	11.0%	13.4%	11.0%	15.2%	12.4%	12.5%	12.0%	9.5%	12.3%	9.5%	7.0%	15.1%	9.1%	9.4%	9.9%	0.5%
CULTURAL/SOCIAL ISSUES	4.0%	4.9%	2.4%	4.0%	2.3%	3.3%	3.9%	3.4%	2.4%	4.7%	3.4%	3.8%	-	4.4%	-	3.2%	4.0%	4.5%	4.3%	8.7%	-
ENVIRONMENTAL ISSUES	4.0%	4.1%	5.2%	4.5%	4.0%	4.1%	4.4%	3.5%	8.5%	5.2%	2.4%	1.7%	-	4.1%	-	-	6.6%	1.9%	1.2%	9.1%	2.1%
DK/REFUSED	3.9%	1.5%	4.6%	1.0%	3.5%	1.9%	5.0%	3.0%	2.5%	2.5%	1.9%	6.4%	-	3.7%	-	3.3%	3.9%	4.2%	4.5%	2.4%	2.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
ECONOMIC ISSUES	40.7%	64.8%	26.4%	70.8%	66.6%	21.9%	38.2%	67.0%	17.6%	57.2%	58.7%	26.8%	44.0%	73.1%	26.7%	48.0%
CRIME/PUBLIC SAFETY	20.8%	12.0%	24.7%	14.0%	11.0%	26.9%	21.6%	12.7%	23.9%	16.7%	5.5%	26.7%	22.6%	6.9%	27.2%	21.9%
HEALTHCARE ISSUES	14.8%	2.1%	15.5%	0.4%	15.3%	24.1%	15.3%	9.4%	18.2%	8.6%	8.8%	22.0%	5.3%	10.9%	22.0%	4.1%
EDUCATION ISSUES	11.8%	10.6%	15.8%	6.7%	4.0%	14.6%	11.5%	5.1%	15.9%	7.1%	16.7%	14.8%	16.5%	9.0%	14.2%	13.1%
CULTURAL/SOCIAL ISSUES	4.0%	3.3%	4.9%	5.0%	3.1%	3.5%	4.0%	1.8%	3.8%	4.4%	10.3%	4.2%	5.2%	-	4.2%	5.8%
ENVIRONMENTAL ISSUES	4.0%	-	9.9%	1.7%	-	4.4%	2.1%	-	14.4%	1.4%	-	2.8%	3.9%	-	2.9%	4.4%
DK/REFUSED	3.9%	7.1%	2.9%	1.4%	-	4.6%	7.1%	3.9%	6.2%	4.6%	-	2.8%	2.5%	-	2.8%	2.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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/ 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
ECONOMIC ISSUES	40.7%	70.9%	59.6%	27.5%	23.6%	31.0%	35.1%	54.9%	54.9%	54.9%	32.2%	34.9%	46.6%	59.7%	23.2%	28.2%	50.2%	24.8%	29.5%	66.9%
CRIME/PUBLIC SAFETY	20.8%	9.1%	17.0%	21.6%	16.4%	26.2%	23.7%	19.5%	25.1%	15.0%	32.1%	16.1%	21.4%	16.4%	24.7%	25.1%	22.6%	14.4%	26.4%	13.6%
HEALTHCARE ISSUES	14.8%	6.9%	7.6%	18.5%	21.3%	16.1%	20.5%	6.7%	4.3%	8.6%	-	16.1%	8.8%	3.2%	19.9%	27.5%	10.2%	16.0%	24.0%	3.1%
EDUCATION ISSUES	11.8%	7.9%	5.6%	12.4%	14.7%	10.3%	13.9%	10.5%	8.3%	12.3%	9.8%	17.5%	14.5%	9.3%	9.4%	13.6%	11.7%	8.6%	14.8%	7.6%
CULTURAL/SOCIAL ISSUES	4.0%	-	10.1%	7.3%	11.1%	4.0%	3.7%	3.3%	2.4%	3.9%	-	1.9%	7.3%	4.9%	10.5%	1.5%	1.6%	11.5%	0.4%	3.1%
ENVIRONMENTAL ISSUES	4.0%	-	-	11.9%	12.1%	11.8%	0.7%	2.3%	3.4%	1.4%	11.9%	12.4%	0.7%	4.6%	11.6%	0.7%	-	24.0%	0.8%	1.6%
DK/REFUSED	3.9%	5.2%	-	0.8%	0.8%	0.8%	2.4%	2.8%	1.7%	3.7%	14.0%	1.0%	0.7%	1.8%	0.7%	3.5%	3.8%	0.7%	4.2%	4.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

	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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
ECONOMIC ISSUES	40.7%	29.5%	41.2%	27.6%	29.6%	41.5%	29.7%	58.2%	24.1%	42.4%	55.1%	37.7%	36.9%	48.0%	39.1%	58.1%	35.3%	39.1%	47.9%	50.0%
CRIME/PUBLIC SAFETY	20.8%	25.3%	20.7%	33.1%	26.3%	21.3%	34.9%	16.7%	24.7%	16.1%	16.9%	21.0%	22.1%	15.2%	20.5%	11.9%	23.2%	18.1%	18.4%	14.0%
HEALTHCARE ISSUES	14.8%	20.2%	16.7%	14.8%	21.0%	15.2%	16.3%	6.8%	22.6%	4.9%	3.3%	17.4%	14.9%	15.1%	10.0%	7.9%	18.5%	21.4%	6.9%	16.4%
EDUCATION ISSUES	11.8%	14.8%	12.9%	16.8%	12.8%	13.3%	13.6%	7.9%	15.5%	16.9%	11.6%	12.1%	12.8%	10.9%	10.9%	17.7%	14.2%	4.9%	11.0%	8.3%
CULTURAL/SOCIAL ISSUES	4.0%	4.9%	7.4%	3.7%	4.8%	7.6%	1.1%	2.6%	5.4%	-	5.0%	3.8%	4.2%	5.2%	7.7%	1.6%	1.7%	8.4%	3.0%	5.3%
ENVIRONMENTAL ISSUES	4.0%	4.8%	0.5%	4.0%	4.9%	0.6%	4.4%	2.6%	5.3%	3.8%	2.8%	4.3%	4.7%	3.0%	8.4%	2.4%	2.1%	3.5%	5.9%	4.0%
DK/REFUSED	3.9%	0.6%	0.5%	-	0.6%	0.6%	-	5.2%	2.4%	15.8%	5.2%	3.7%	4.3%	2.7%	3.5%	0.5%	4.9%	4.6%	7.0%	1.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
ECONOMIC ISSUES	40.7%	26.1%	43.9%	26.8%	45.8%	46.0%	31.1%	50.1%	43.0%	41.8%	25.4%	54.7%	35.3%	33.2%	28.0%	34.4%	28.4%	40.2%	43.3%	47.1%	53.5%	
CRIME/PUBLIC SAFETY	20.8%	25.5%	17.5%	26.3%	17.6%	17.4%	24.9%	16.0%	20.2%	18.9%	27.1%	15.0%	20.8%	20.9%	27.8%	21.7%	28.2%	21.0%	19.5%	19.5%	13.1%	
HEALTHCARE ISSUES	14.8%	23.0%	12.9%	23.1%	14.3%	11.6%	20.4%	8.8%	9.9%	14.5%	25.5%	6.7%	23.0%	18.9%	18.4%	19.7%	18.8%	17.9%	8.5%	10.9%	3.1%	
EDUCATION ISSUES	11.8%	14.7%	15.5%	14.0%	11.4%	13.2%	11.7%	12.0%	13.6%	14.4%	10.7%	11.8%	5.5%	15.2%	16.6%	13.3%	15.4%	9.0%	17.3%	12.1%	12.8%	
CULTURAL/SOCIAL ISSUES	4.0%	5.5%	5.2%	4.4%	5.4%	4.2%	3.8%	4.6%	3.4%	3.9%	4.0%	3.9%	2.0%	4.8%	5.2%	3.3%	5.1%	3.5%	5.2%	3.1%	8.1%	
ENVIRONMENTAL ISSUES	4.0%	3.7%	1.1%	3.8%	1.2%	3.7%	5.5%	4.5%	9.2%	2.8%	3.7%	4.8%	7.8%	2.1%	3.7%	2.2%	3.7%	3.8%	4.5%	3.8%	8.6%	
DK/REFUSED	3.9%	1.6%	4.0%	1.6%	4.4%	3.9%	2.6%	3.9%	0.7%	3.8%	3.6%	3.1%	5.5%	4.9%	0.4%	5.3%	0.4%	4.5%	1.8%	3.4%	0.8%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
ECONOMIC ISSUES	40.7%	34.3%	36.7%	53.1%	44.9%	25.9%	40.8%	26.7%	42.2%	49.8%	30.6%	59.5%	36.6%	40.8%	26.8%	54.1%	38.2%	40.4%	24.5%	42.8%	24.8%
CRIME/PUBLIC SAFETY	20.8%	22.3%	23.7%	15.4%	19.1%	27.4%	19.8%	28.2%	20.2%	20.6%	20.1%	17.9%	17.1%	23.0%	22.0%	18.8%	12.7%	24.1%	25.6%	25.8%	25.9%
HEALTHCARE ISSUES	14.8%	24.0%	11.9%	11.1%	10.5%	25.6%	5.4%	25.8%	5.2%	11.6%	18.8%	7.5%	10.2%	15.5%	24.0%	8.5%	17.4%	18.8%	20.0%	18.3%	20.8%
EDUCATION ISSUES	11.8%	6.4%	20.2%	7.0%	13.2%	11.2%	23.6%	10.4%	21.4%	7.6%	17.4%	5.4%	21.7%	9.7%	14.8%	7.3%	14.5%	8.5%	19.8%	6.8%	18.1%
CULTURAL/SOCIAL ISSUES	4.0%	3.8%	3.3%	3.7%	3.3%	3.2%	8.1%	2.1%	8.5%	2.6%	5.3%	3.7%	4.4%	1.6%	5.9%	2.4%	5.5%	3.3%	5.2%	1.0%	5.2%
ENVIRONMENTAL ISSUES	4.0%	3.8%	1.8%	4.1%	6.5%	3.4%	1.5%	3.5%	1.6%	2.4%	6.4%	4.1%	8.2%	0.9%	5.4%	2.7%	9.9%	1.7%	3.9%	1.9%	4.0%
DK/REFUSED	3.9%	5.4%	2.5%	5.6%	2.5%	3.3%	0.8%	3.3%	0.9%	5.3%	1.4%	1.9%	1.9%	8.5%	1.1%	6.3%	1.7%	3.2%	1.1%	3.4%	1.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
ECONOMIC ISSUES	40.7%	44.6%	53.3%	21.9%	48.1%	35.2%	50.1%	35.3%	24.5%	50.0%	46.0%	39.0%	28.5%	50.9%	42.2%	30.6%	29.5%	32.4%	30.0%
CRIME/PUBLIC SAFETY	20.8%	23.3%	18.2%	30.3%	23.3%	18.7%	14.3%	27.1%	20.4%	24.1%	12.8%	22.5%	22.4%	19.4%	14.9%	32.1%	21.3%	34.0%	21.6%
HEALTHCARE ISSUES	14.8%	8.9%	10.3%	16.9%	5.8%	20.5%	16.8%	20.7%	23.1%	3.4%	13.5%	14.6%	24.8%	5.7%	21.3%	16.0%	20.1%	15.8%	20.7%
EDUCATION ISSUES	11.8%	11.1%	9.0%	21.6%	8.7%	14.6%	10.7%	16.1%	17.1%	10.5%	15.7%	11.7%	13.9%	10.6%	8.8%	12.4%	19.5%	10.9%	17.9%
CULTURAL/SOCIAL ISSUES	4.0%	2.7%	5.6%	-	2.4%	5.4%	4.7%	-	6.8%	3.8%	4.4%	1.7%	6.0%	2.4%	5.9%	3.4%	5.0%	1.1%	5.1%
ENVIRONMENTAL ISSUES	4.0%	3.8%	0.7%	5.5%	4.6%	3.7%	2.6%	-	5.1%	4.3%	4.5%	3.3%	3.2%	3.6%	5.2%	4.1%	2.6%	4.3%	2.7%
DK/REFUSED	3.9%	5.5%	2.8%	3.8%	7.2%	2.0%	0.8%	0.8%	3.0%	3.9%	3.0%	7.2%	1.3%	7.4%	1.7%	1.4%	2.0%	1.4%	2.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
ECONOMIC ISSUES	40.7%	48.1%	31.4%	32.2%	19.4%	10.0%	7.9%	59.3%	35.9%	36.4%	14.8%	100.0%	88.2%	39.9%	27.6%	28.5%	26.5%	-	-
CRIME/PUBLIC SAFETY	20.8%	17.7%	24.5%	25.3%	-	-	25.6%	14.8%	22.9%	23.8%	-	-	11.8%	19.8%	26.0%	26.6%	-	-	26.9%
HEALTHCARE ISSUES	14.8%	11.8%	18.8%	19.1%	-	90.0%	22.7%	2.0%	14.8%	15.4%	-	-	-	18.9%	22.3%	22.4%	-	100.0%	24.9%
EDUCATION ISSUES	11.8%	9.2%	15.2%	13.7%	51.9%	-	38.8%	11.0%	13.0%	10.3%	85.2%	-	-	7.9%	17.0%	16.7%	-	-	42.6%
CULTURAL/SOCIAL ISSUES	4.0%	3.4%	4.8%	4.1%	28.7%	-	5.1%	4.2%	5.2%	5.4%	-	-	-	2.9%	4.4%	3.0%	73.5%	-	5.5%
ENVIRONMENTAL ISSUES	4.0%	4.9%	2.7%	2.9%	-	-	-	5.7%	4.8%	5.0%	-	-	-	4.4%	1.0%	1.0%	-	-	-
DK/REFUSED	3.9%	4.9%	2.5%	2.7%	-	-	-	3.1%	3.5%	3.7%	-	-	-	6.2%	1.7%	1.8%	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
ECONOMIC ISSUES	40.7%	50.2%	50.2%	52.8%	27.1%	37.2%	50.2%	38.6%	51.7%	32.7%	42.3%	37.2%	62.7%	44.9%	58.2%	40.4%	47.7%	49.7%
CRIME/PUBLIC SAFETY	20.8%	8.4%	17.1%	19.0%	27.6%	20.7%	13.7%	22.4%	16.7%	23.8%	20.9%	20.7%	8.7%	21.1%	15.7%	21.1%	19.8%	16.0%
HEALTHCARE ISSUES	14.8%	10.7%	4.0%	7.3%	21.6%	19.7%	6.6%	16.6%	7.0%	20.5%	12.5%	19.7%	1.9%	9.4%	3.0%	11.9%	6.3%	11.8%
EDUCATION ISSUES	11.8%	6.6%	16.6%	11.5%	15.6%	8.6%	12.7%	11.6%	12.0%	11.7%	13.4%	8.6%	8.0%	12.8%	10.1%	13.3%	13.7%	7.6%
CULTURAL/SOCIAL ISSUES	4.0%	6.6%	3.9%	6.4%	3.2%	2.3%	4.9%	3.8%	5.8%	2.7%	4.8%	2.3%	1.0%	5.5%	5.2%	4.1%	6.0%	1.3%
ENVIRONMENTAL ISSUES	4.0%	12.0%	1.6%	3.0%	1.2%	6.0%	5.7%	3.6%	4.1%	3.8%	3.0%	6.0%	10.3%	4.0%	4.5%	5.9%	2.8%	10.9%
DK/REFUSED	3.9%	5.5%	6.7%	0.1%	3.8%	5.5%	6.2%	3.4%	2.7%	4.7%	3.1%	5.5%	7.5%	2.3%	3.3%	3.3%	3.6%	2.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
ECONOMIC ISSUES	40.7%	39.0%	33.8%	46.1%	27.1%	37.8%	28.6%	48.4%	34.7%	30.6%	38.1%	53.5%	54.5%	54.0%	35.1%	49.0%	31.7%
CRIME/PUBLIC SAFETY	20.8%	18.2%	23.3%	17.7%	25.7%	21.8%	23.9%	18.7%	22.5%	22.4%	21.9%	18.1%	13.3%	11.2%	23.3%	27.5%	21.7%
HEALTHCARE ISSUES	14.8%	10.8%	22.1%	10.5%	26.8%	17.7%	25.1%	7.9%	20.2%	23.5%	11.7%	9.7%	17.1%	8.8%	16.5%	9.8%	18.7%
EDUCATION ISSUES	11.8%	16.9%	10.7%	13.6%	10.5%	13.1%	9.2%	11.9%	11.8%	10.8%	16.0%	8.4%	0.9%	11.2%	16.3%	10.1%	13.1%
CULTURAL/SOCIAL ISSUES	4.0%	8.6%	2.5%	6.2%	1.7%	3.8%	3.1%	4.6%	3.5%	3.6%	4.5%	3.8%	2.0%	5.1%	1.3%	0.3%	6.1%
ENVIRONMENTAL ISSUES	4.0%	1.5%	3.3%	3.8%	2.4%	3.2%	2.6%	5.2%	3.0%	4.2%	5.5%	2.0%	-	7.6%	3.4%	1.3%	4.4%
DK/REFUSED	3.9%	5.1%	4.2%	2.1%	5.8%	2.7%	7.5%	3.3%	4.3%	4.9%	2.4%	4.5%	12.2%	2.1%	4.1%	2.2%	4.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
ECONOMIC ISSUES	40.7%	47.9%	57.3%	32.3%	21.9%	33.7%	58.1%	59.5%	67.3%	30.8%	23.8%	43.8%	52.4%	40.4%	
CRIME/PUBLIC SAFETY	20.8%	17.3%	11.6%	25.7%	23.9%	29.6%	20.9%	15.7%	6.3%	50.6%	-	18.1%	29.9%	13.4%	
HEALTHCARE ISSUES	14.8%	11.6%	12.3%	16.4%	23.2%	15.1%	9.8%	5.2%	6.6%	-	6.3%	9.5%	-	13.3%	
EDUCATION ISSUES	11.8%	11.4%	9.1%	9.5%	18.9%	11.0%	1.7%	9.9%	12.6%	-	59.9%	14.5%	14.6%	14.5%	
CULTURAL/SOCIAL ISSUES	4.0%	2.6%	2.8%	5.5%	9.7%	2.0%	1.8%	4.8%	1.1%	18.6%	-	8.4%	-	11.7%	
ENVIRONMENTAL ISSUES	4.0%	5.6%	2.8%	1.0%	2.3%	5.6%	3.6%	0.2%	0.3%	-	-	2.3%	-	3.1%	
DK/REFUSED	3.9%	3.6%	4.1%	9.6%	0.1%	3.2%	4.0%	4.7%	5.9%	-	10.1%	3.4%	3.1%	3.5%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
TED BUDD: REPUBLICAN	46.6%	66.2%	45.8%	45.4%	39.5%	50.1%	33.1%	34.8%	27.8%	97.2%	98.0%	65.0%	2.2%	2.2%	-	21.2%
Vote	45.5%	66.2%	44.7%	41.3%	39.5%	49.5%	30.3%	31.0%	27.8%	94.8%	96.0%	52.3%	2.2%	2.2%	-	21.2%
Lean	1.1%	-	1.1%	4.1%	*	0.6%	2.9%	3.7%	-	2.3%	2.1%	12.7%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	26.6%	45.6%	46.2%	55.1%	45.0%	51.8%	54.7%	42.6%	1.8%	1.5%	12.6%	95.1%	95.0%	98.4%	17.1%
Vote	45.7%	26.6%	42.0%	46.2%	55.1%	44.4%	50.7%	53.7%	41.1%	1.8%	1.5%	12.6%	94.3%	94.2%	98.4%	12.7%
Lean	0.7%	-	3.6%	-	-	0.6%	1.1%	1.0%	1.6%	-	-	-	0.8%	0.8%	-	4.4%
FIRM UNDECIDED	7.0%	7.2%	8.6%	8.4%	5.4%	4.8%	15.0%	10.5%	29.6%	1.0%	0.5%	22.4%	2.7%	2.7%	1.6%	61.7%
Net Diff.	0.1%	39.6%	0.2%	-0.8%	-15.6%	5.1%	-18.7%	-19.9%	-14.8%	95.3%	96.5%	52.4%	-93.0%	-92.8%	-98.4%	4.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
TED BUDD: REPUBLICAN	46.6%	89.4%	13.5%	42.0%	42.6%	9.6%	84.6%	48.2%	53.1%	44.5%	-	54.9%	47.3%
Vote	45.5%	89.4%	13.5%	42.0%	40.7%	9.6%	84.6%	46.1%	51.9%	44.5%	-	54.9%	47.3%
Lean	1.1%	-	-	-	1.9%	-	-	2.1%	1.1%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	10.6%	69.0%	47.6%	51.5%	88.1%	11.2%	38.7%	40.8%	55.5%	55.2%	42.2%	43.8%
Vote	45.7%	10.6%	67.7%	47.0%	50.6%	87.4%	11.2%	37.2%	40.3%	55.5%	55.2%	41.5%	43.1%
Lean	0.7%	-	1.3%	0.6%	0.9%	0.8%	-	1.5%	0.5%	-	-	0.8%	0.7%
FIRM UNDECIDED	7.0%	17.5%	10.4%	5.9%	2.2%	4.1%	13.1%	6.1%	-	44.8%	2.9%	9.0%	
Net Diff.	0.1%	78.8%	-55.5%	-5.7%	-8.9%	-78.5%	73.4%	9.5%	12.3%	-10.9%	-55.2%	12.7%	3.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
TED BUDD: REPUBLICAN	46.6%	67.3%	22.5%	36.0%	31.6%	28.7%	38.8%	49.1%	100.0%	100.0%	100.0%	-	-	-	-
Vote	45.5%	66.0%	22.5%	35.9%	31.6%	28.7%	38.8%	35.8%	97.7%	100.0%	-	-	-	-	-
Lean	1.1%	1.3%	-	0.1%	-	-	-	13.3%	2.3%	-	100.0%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	26.7%	74.4%	53.2%	65.1%	68.7%	59.6%	17.6%	-	-	-	100.0%	100.0%	100.0%	-
Vote	45.7%	26.2%	73.4%	52.0%	64.4%	68.7%	59.6%	15.8%	-	-	-	98.4%	100.0%	-	-
Lean	0.7%	0.5%	1.0%	1.2%	0.7%	-	-	1.8%	-	-	-	1.6%	-	100.0%	-
FIRM UNDECIDED	7.0%	6.0%	3.1%	10.8%	3.3%	2.6%	1.6%	33.3%	-	-	-	-	-	-	100.0%
Net Diff.	0.1%	40.5%	-51.9%	-17.2%	-33.5%	-40.1%	-20.7%	31.4%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
TED BUDD: REPUBLICAN	46.6%	97.5%	97.4%	98.5%	4.0%	3.5%	15.8%	33.0%	98.4%	-
Vote	45.5%	97.0%	97.2%	92.6%	3.4%	3.5%	-	26.9%	98.4%	-
Lean	1.1%	0.4%	0.2%	5.9%	0.6%	-	15.8%	6.1%	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	1.7%	1.7%	1.3%	92.7%	93.2%	81.4%	12.1%	1.6%	-
Vote	45.7%	1.5%	1.5%	1.3%	91.7%	92.4%	73.8%	10.5%	1.6%	-
Lean	0.7%	0.2%	0.2%	-	1.1%	0.8%	7.6%	1.6%	-	-
FIRM UNDECIDED	7.0%	0.8%	0.8%	0.2%	3.2%	3.2%	2.8%	54.9%	*% 100.0%	-
Net Diff.	0.1%	95.8%	95.7%	97.2%	-88.7%	-89.7%	-65.6%	20.9%	96.8%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
TED BUDD: REPUBLICAN	46.6%	43.4%	55.1%	43.4%	48.8%	53.9%	38.1%	51.4%	25.7%	21.9%	88.1%	91.7%	81.3%	43.8%	81.3%	94.2%	17.0%	67.5%	70.4%	60.4%	18.6%
Vote	45.5%	42.6%	52.7%	42.8%	47.0%	53.4%	36.4%	50.1%	25.7%	21.7%	87.1%	88.5%	81.3%	42.6%	81.3%	92.3%	15.9%	67.2%	70.1%	60.4%	18.6%
Lean	1.1%	0.8%	2.4%	0.6%	1.8%	0.6%	1.7%	1.3%	-	0.2%	1.0%	3.2%	-	1.2%	-	1.9%	1.1%	0.3%	0.4%	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	51.1%	38.2%	50.0%	45.0%	39.3%	54.7%	42.3%	66.9%	68.3%	10.7%	6.9%	18.0%	49.1%	18.0%	4.8%	76.4%	20.5%	20.6%	25.2%	6.9%
Vote	45.7%	50.4%	37.6%	49.2%	44.4%	38.1%	54.7%	41.5%	66.9%	67.4%	10.2%	6.7%	17.0%	48.4%	17.0%	4.8%	75.2%	19.9%	20.0%	25.2%	6.9%
Lean	0.7%	0.7%	0.6%	0.8%	0.6%	1.1%	-	0.8%	-	1.0%	0.5%	0.3%	1.0%	0.7%	1.0%	-	1.2%	0.5%	0.6%	-	-
FIRM UNDECIDED	7.0%	5.6%	6.7%	6.6%	6.1%	6.8%	7.2%	6.3%	7.5%	9.7%	1.2%	1.3%	0.7%	7.1%	0.7%	1.0%	6.6%	12.0%	8.9%	14.4%	74.4%
Net Diff.	0.1%	-7.7%	16.9%	-6.5%	3.8%	14.7%	-16.6%	9.1%	-41.2%	-46.4%	77.4%	84.8%	63.3%	-5.4%	63.3%	89.4%	-59.4%	47.0%	49.8%	35.2%	11.7%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

6. If the general election for US Senate 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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
TED BUDD: REPUBLICAN	46.6%	97.5%	20.4%	70.7%	91.4%	14.7%	64.2%	96.3%	37.2%	74.7%	83.6%	7.2%	39.0%	79.6%	6.9%	33.7%
Vote	45.5%	94.2%	20.1%	70.1%	90.7%	13.1%	64.2%	94.0%	33.7%	74.3%	83.6%	7.2%	39.0%	79.6%	6.9%	33.7%
Lean	1.1%	3.3%	0.3%	0.7%	0.7%	1.6%	-	2.3%	3.4%	0.4%	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	2.5%	70.3%	17.0%	6.8%	80.4%	23.9%	2.5%	57.9%	14.9%	16.4%	85.2%	42.2%	20.4%	85.4%	45.4%
Vote	45.7%	2.5%	69.5%	17.0%	6.8%	79.0%	22.9%	2.5%	57.6%	14.7%	16.4%	83.7%	40.5%	20.4%	83.9%	45.4%
Lean	0.7%	-	0.8%	-	-	1.4%	1.1%	-	0.4%	0.3%	-	1.6%	1.6%	-	1.6%	-
FIRM UNDECIDED	7.0%	-	9.3%	12.3%	1.8%	4.9%	11.8%	1.2%	4.9%	10.4%	-	7.5%	18.8%	-	7.7%	20.9%
Net Diff.	0.1%	95.0%	-49.9%	53.8%	84.6%	-65.7%	40.3%	93.7%	-20.8%	59.8%	67.3%	-78.0%	-3.1%	59.2%	-78.6%	-11.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
TED BUDD: REPUBLICAN	46.6%	98.9%	88.0%	12.8%	20.9%	5.6%	31.6%	76.5%	70.8%	81.2%	68.5%	10.6%	27.7%	86.0%	14.1%	33.9%	67.3%	22.9%	50.7%	93.0%
Vote	45.5%	98.9%	86.9%	12.8%	20.9%	5.6%	29.5%	75.4%	68.3%	81.2%	68.5%	10.6%	27.1%	84.1%	14.1%	30.9%	66.9%	22.9%	46.7%	91.4%
Lean	1.1%	-	1.2%	-	-	-	2.1%	1.1%	2.5%	-	-	-	0.7%	1.9%	-	2.9%	0.3%	-	3.9%	1.6%
CHERI BEASLEY: DEMOCRAT	46.5%	0.5%	11.2%	86.2%	78.3%	93.3%	58.8%	18.0%	20.1%	16.4%	14.2%	88.7%	57.5%	12.2%	84.8%	59.6%	23.8%	74.9%	40.9%	3.3%
Vote	45.7%	0.5%	11.2%	84.4%	77.3%	90.7%	57.5%	18.0%	20.1%	16.4%	14.2%	88.5%	56.2%	12.2%	82.0%	58.3%	23.8%	74.2%	40.5%	3.3%
Lean	0.7%	-	-	1.8%	1.0%	2.6%	1.3%	-	-	-	-	0.2%	1.3%	-	2.8%	1.3%	-	0.7%	0.4%	-
FIRM UNDECIDED	7.0%	0.6%	0.8%	0.9%	0.8%	1.0%	9.6%	5.4%	9.2%	2.4%	17.2%	0.7%	14.7%	1.8%	1.0%	6.5%	9.0%	2.2%	8.4%	3.6%
Net Diff.	0.1%	98.3%	76.8%	-73.4%	-57.3%	-87.7%	-27.3%	58.5%	50.7%	64.9%	54.3%	-78.1%	-29.8%	73.8%	-70.7%	-25.8%	43.5%	-52.1%	9.8%	89.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
TED BUDD: REPUBLICAN	46.6%	7.0%	10.0%	38.9%	6.7%	9.4%	33.0%	92.0%	3.2%	35.1%	56.0%	44.9%	48.4%	44.1%	53.6%	50.3%	44.6%	38.7%	82.8%	53.7%
Vote	45.5%	7.0%	10.0%	38.9%	6.7%	9.4%	33.0%	90.0%	3.1%	35.1%	55.6%	43.6%	46.8%	43.8%	52.3%	49.6%	42.8%	38.7%	79.6%	53.2%
Lean	1.1%	-	-	-	-	-	-	2.0%	0.1%	-	0.3%	1.2%	1.6%	0.3%	1.3%	0.6%	1.8%	-	3.2%	0.5%
CHERI BEASLEY: DEMOCRAT	46.5%	92.9%	79.1%	51.5%	93.1%	79.4%	56.6%	2.4%	88.7%	54.4%	30.2%	50.4%	46.0%	48.9%	40.5%	40.8%	49.9%	56.1%	14.2%	38.9%
Vote	45.7%	90.3%	76.8%	51.5%	90.5%	77.7%	56.6%	2.2%	87.5%	51.7%	29.2%	49.8%	45.6%	47.5%	40.5%	39.9%	49.3%	54.2%	13.8%	38.9%
Lean	0.7%	2.5%	2.3%	-	2.6%	1.7%	-	0.2%	1.3%	2.7%	1.0%	0.6%	0.4%	1.4%	0.1%	1.0%	0.6%	1.8%	0.4%	-
FIRM UNDECIDED	7.0%	0.2%	10.9%	9.6%	0.2%	11.2%	10.5%	5.6%	8.0%	10.5%	13.8%	4.8%	5.7%	6.9%	5.8%	8.9%	5.5%	5.2%	2.9%	7.4%
Net Diff.	0.1%	-85.9%	-69.1%	-12.6%	-86.4%	-69.9%	-23.6%	89.6%	-85.5%	-19.3%	25.7%	-5.5%	2.4%	-4.8%	13.1%	9.4%	-5.3%	-17.3%	68.6%	14.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
TED BUDD: REPUBLICAN	46.6%	14.0%	25.8%	12.0%	21.9%	57.5%	23.8%	57.0%	32.6%	58.0%	19.6%	77.2%	49.4%	28.5%	3.9%	23.7%	4.0%	47.0%	45.8%	52.8%	52.3%	
Vote	45.5%	14.0%	25.8%	12.0%	21.9%	56.0%	23.1%	56.3%	30.2%	55.6%	19.6%	74.7%	47.6%	28.5%	3.9%	23.7%	4.0%	45.5%	45.6%	51.5%	51.6%	
Lean	1.1%	-	-	-	-	1.5%	0.8%	0.7%	2.4%	2.4%	-	2.5%	1.8%	-	-	-	-	1.6%	0.3%	1.3%	0.7%	
CHERI BEASLEY: DEMOCRAT	46.5%	77.6%	67.9%	79.4%	71.1%	37.0%	68.8%	34.5%	63.7%	39.6%	71.3%	18.9%	44.2%	63.4%	88.0%	67.6%	87.9%	45.7%	49.6%	39.8%	42.4%	
Vote	45.7%	77.3%	63.8%	79.1%	66.6%	36.9%	67.3%	34.4%	62.6%	39.6%	69.6%	18.9%	43.8%	63.4%	85.6%	67.5%	85.4%	44.7%	49.2%	39.2%	42.4%	
Lean	0.7%	0.3%	4.1%	0.3%	4.5%	*	1.5%	0.1%	1.1%	-	1.7%	-	0.4%	0.1%	2.4%	0.1%	2.5%	1.0%	0.5%	0.6%	-	
FIRM UNDECIDED	7.0%	8.4%	6.3%	8.6%	6.9%	5.5%	7.3%	8.5%	3.6%	2.4%	9.1%	3.8%	6.4%	8.1%	8.1%	8.7%	8.1%	7.3%	4.6%	7.3%	5.3%	
Net Diff.	0.1%	-63.6%	-42.1%	-67.5%	-49.2%	20.5%	-45.0%	22.5%	-31.1%	18.4%	-51.7%	58.3%	5.3%	-35.0%	-84.1%	-43.9%	-83.9%	1.4%	-3.8%	13.0%	9.9%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
TED BUDD: REPUBLICAN	46.6%	42.1%	41.7%	77.7%	60.9%	13.0%	23.1%	11.0%	20.0%	72.4%	20.5%	80.3%	18.2%	65.1%	21.9%	86.7%	39.1%	40.7%	6.0%	38.3%	3.9%
Vote	45.5%	40.3%	41.7%	74.7%	60.5%	13.0%	23.1%	11.0%	20.0%	70.5%	20.1%	78.9%	17.2%	62.7%	21.9%	84.0%	38.3%	40.7%	6.0%	38.3%	3.9%
Lean	1.1%	1.8%	-	3.0%	0.4%	-	-	-	-	1.9%	0.4%	1.3%	1.0%	2.4%	-	2.7%	0.9%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	50.6%	54.2%	18.7%	32.8%	75.5%	74.9%	77.2%	77.7%	23.4%	72.5%	15.2%	73.6%	31.0%	71.7%	10.8%	52.0%	51.2%	88.3%	53.0%	90.2%
Vote	45.7%	49.3%	53.5%	18.3%	32.8%	73.9%	73.7%	75.6%	77.1%	22.8%	71.4%	15.2%	72.8%	29.8%	70.6%	10.5%	52.0%	50.0%	86.4%	52.4%	88.3%
Lean	0.7%	1.3%	0.8%	0.4%	-	1.6%	1.2%	1.7%	0.6%	0.6%	1.0%	-	0.9%	1.1%	1.1%	0.3%	-	1.1%	1.8%	0.6%	1.9%
FIRM UNDECIDED	7.0%	7.3%	4.1%	3.6%	6.2%	11.4%	2.1%	11.7%	2.3%	4.2%	7.1%	4.5%	8.2%	4.0%	6.4%	2.5%	8.9%	8.1%	5.7%	8.7%	5.9%
Net Diff.	0.1%	-8.6%	-12.5%	59.0%	28.1%	-62.5%	-51.8%	-66.2%	-57.7%	49.0%	-52.0%	65.0%	-55.5%	34.1%	-49.8%	75.8%	-12.8%	-10.4%	-82.2%	-14.6%	-86.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68	
TED BUDD: REPUBLICAN	46.6%	69.6%	77.4%	55.7%	70.6%	23.0%	52.1%	6.6%	5.1%	76.0%	23.1%	63.0%	22.9%	86.1%	40.4%	33.2%	8.9%	30.4%	6.6%	
Vote	45.5%	68.3%	77.4%	55.7%	68.4%	22.6%	51.8%	4.3%	5.0%	76.0%	22.1%	60.5%	22.9%	84.2%	39.5%	33.2%	8.9%	30.4%	6.6%	
Lean	1.1%	1.2%	-	-	2.2%	0.4%	0.3%	2.3%	0.1%	-	1.0%	2.5%	-	1.8%	0.9%	-	-	-	-	
CHERI BEASLEY: DEMOCRAT	46.5%	23.8%	22.6%	33.3%	21.2%	69.6%	39.5%	91.5%	87.2%	18.2%	65.6%	29.4%	72.0%	9.2%	51.1%	55.9%	84.4%	58.1%	86.4%	
Vote	45.7%	23.3%	22.6%	32.4%	20.7%	68.4%	36.7%	91.5%	86.9%	18.2%	64.8%	28.5%	70.6%	9.0%	50.8%	54.8%	82.5%	56.9%	84.7%	
Lean	0.7%	0.5%	-	0.9%	0.5%	1.2%	2.7%	-	0.3%	-	0.9%	0.9%	1.4%	0.2%	0.3%	1.1%	2.0%	1.1%	1.7%	
FIRM UNDECIDED	7.0%	6.7%	-	11.0%	8.2%	7.5%	8.5%	1.9%	7.8%	5.9%	11.3%	7.5%	5.1%	4.8%	8.6%	10.9%	6.7%	11.5%	7.0%	
Net Diff.	0.1%	45.8%	54.9%	22.5%	49.4%	-46.6%	12.6%	-84.9%	-82.1%	57.8%	-42.6%	33.6%	-49.1%	76.9%	-10.7%	-22.7%	-75.6%	-27.6%	-79.8%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
TED BUDD: REPUBLICAN	46.6%	69.7%	17.1%	14.8%	69.3%	-	71.2%	76.3%	25.0%	23.5%	58.0%	-	88.2%	65.0%	10.3%	7.1%	86.7%	-	69.5%
Vote	45.5%	67.8%	17.1%	14.8%	69.3%	-	71.2%	74.3%	25.0%	23.5%	58.0%	-	88.2%	63.2%	10.3%	7.1%	86.7%	-	69.5%
Lean	1.1%	1.9%	-	-	-	-	-	2.0%	-	-	-	-	-	1.8%	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	24.3%	74.5%	76.5%	30.7%	90.0%	27.8%	16.5%	65.5%	66.6%	42.0%	-	-	30.0%	82.3%	85.1%	13.3%	100.0%	30.5%
Vote	45.7%	24.1%	73.1%	75.2%	30.7%	-	27.8%	16.5%	64.7%	65.8%	42.0%	-	-	29.7%	80.3%	83.4%	13.3%	-	30.5%
Lean	0.7%	0.2%	1.4%	1.3%	-	90.0%	-	-	0.8%	0.8%	-	-	-	0.4%	2.0%	1.7%	-	100.0%	-
FIRM UNDECIDED	7.0%	5.9%	8.4%	8.7%	-	10.0%	1.1%	7.2%	9.5%	9.8%	-	100.0%	11.8%	5.0%	7.4%	7.8%	-	-	-
Net Diff.	0.1%	45.4%	-57.4%	-61.7%	38.5%	-90.0%	43.4%	59.8%	-40.6%	-43.1%	16.1%	-	88.2%	35.0%	-72.0%	-78.1%	73.5%	-100%	39.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
TED BUDD: REPUBLICAN	46.6%	57.1%	49.1%	58.5%	42.4%	37.8%	52.2%	45.3%	55.9%	39.8%	50.8%	37.8%	60.8%	50.5%	59.9%	46.5%	53.0%	51.3%
Vote	45.5%	55.7%	47.9%	58.5%	39.2%	37.8%	51.0%	44.3%	55.3%	38.4%	49.2%	37.8%	59.1%	49.6%	59.1%	45.2%	51.5%	51.3%
Lean	1.1%	1.4%	1.2%	-	3.2%	-	1.3%	1.0%	0.5%	1.4%	1.6%	-	1.8%	0.9%	0.8%	1.3%	1.5%	-
CHERI BEASLEY: DEMOCRAT	46.5%	36.2%	45.7%	34.9%	47.1%	57.1%	42.0%	47.4%	37.9%	52.6%	41.4%	57.1%	37.6%	39.6%	33.5%	43.9%	36.9%	44.8%
Vote	45.7%	36.2%	45.7%	33.8%	45.7%	56.7%	42.0%	46.5%	37.3%	51.8%	40.5%	56.7%	37.6%	39.2%	33.4%	43.3%	36.4%	44.8%
Lean	0.7%	-	-	1.1%	1.4%	0.4%	-	0.9%	0.6%	0.8%	0.9%	0.4%	-	0.4%	0.1%	0.6%	0.5%	-
FIRM UNDECIDED	7.0%	6.7%	5.2%	6.6%	10.5%	5.2%	5.8%	7.2%	6.2%	7.5%	7.9%	5.2%	1.6%	9.9%	6.6%	9.6%	10.1%	4.0%
Net Diff.	0.1%	20.9%	3.4%	23.7%	-4.6%	-19.3%	10.2%	-2.1%	18.0%	-12.8%	9.4%	-19.3%	23.3%	10.8%	26.4%	2.7%	16.1%	6.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
TED BUDD: REPUBLICAN	46.6%	44.4%	41.4%	52.4%	35.0%	48.9%	28.5%	52.4%	41.9%	34.6%	38.3%	67.1%	81.2%	51.9%	33.7%	45.5%	43.8%	
Vote	45.5%	43.6%	40.4%	52.0%	33.5%	47.3%	28.5%	51.3%	40.9%	33.0%	38.3%	65.5%	81.2%	49.6%	33.0%	45.1%	42.7%	
Lean	1.1%	0.8%	1.1%	0.3%	1.5%	1.6%	-	1.1%	1.0%	1.6%	-	1.6%	-	2.3%	0.7%	0.3%	1.1%	
CHERI BEASLEY: DEMOCRAT	46.5%	46.0%	53.3%	41.8%	59.0%	45.1%	65.6%	39.3%	52.1%	58.6%	52.9%	27.7%	3.8%	41.2%	50.9%	49.9%	50.9%	
Vote	45.7%	46.0%	52.0%	40.7%	58.0%	43.9%	64.8%	39.0%	51.0%	57.2%	52.3%	27.4%	3.8%	40.2%	50.0%	48.4%	50.5%	
Lean	0.7%	-	1.3%	1.1%	1.0%	1.2%	0.7%	0.4%	1.1%	1.4%	0.6%	0.2%	-	0.9%	0.9%	1.5%	0.4%	
FIRM UNDECIDED	7.0%	9.6%	5.2%	5.9%	6.0%	6.0%	6.0%	8.3%	6.0%	6.8%	8.8%	5.2%	15.0%	6.9%	15.4%	4.6%	5.2%	
Net Diff.	0.1%	-1.6%	-11.9%	10.6%	-24.0%	3.8%	-37.1%	13.1%	-10.1%	-23.9%	-14.7%	39.4%	77.4%	10.8%	-17.2%	-4.4%	-7.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
TED BUDD: REPUBLICAN	46.6%	50.8%	60.9%	45.8%	43.8%	28.4%	52.8%	94.1%	96.6%	84.8%	17.5%	50.0%	96.9%	31.5%
Vote	45.5%	49.3%	60.9%	41.9%	43.8%	28.4%	51.8%	94.1%	96.6%	84.8%	17.5%	50.0%	96.9%	31.5%
Lean	1.1%	1.5%	-	3.9%	-	-	1.0%	-	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	46.5%	38.0%	32.2%	47.7%	53.6%	68.4%	19.1%	5.9%	3.4%	15.2%	82.5%	41.1%	-	57.3%
Vote	45.7%	37.1%	31.3%	46.5%	52.7%	68.4%	18.1%	5.4%	3.4%	12.8%	82.5%	41.1%	-	57.3%
Lean	0.7%	0.9%	0.8%	1.2%	0.9%	-	0.9%	0.5%	-	2.4%	-	-	-	-
FIRM UNDECIDED	7.0%	11.2%	6.9%	6.5%	2.6%	3.2%	28.2%	0%	0%	-	-	8.9%	3.1%	11.2%
Net Diff.	0.1%	12.8%	28.8%	-1.9%	-9.7%	-40.0%	33.7%	88.2%	93.2%	69.6%	-65.0%	8.9%	96.9%	-25.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
ROBERT HANIG: REPUBLICAN	42.6%	66.2%	43.0%	34.4%	36.8%	45.6%	31.4%	33.3%	25.3%	91.0%	92.4%	36.9%	1.7%	1.7%	1.3%	10.5%
Vote	41.0%	62.0%	40.4%	32.8%	36.8%	43.8%	30.8%	32.5%	25.3%	87.4%	89.0%	27.9%	1.7%	1.7%	1.3%	10.5%
Lean	1.6%	4.2%	2.6%	1.7%	-	1.8%	0.6%	0.8%	-	3.5%	3.4%	9.0%	-	-	-	0%
VALERIE JORDAN: DEMOCRAT	48.1%	29.6%	44.1%	50.3%	56.6%	46.7%	53.4%	56.2%	44.4%	2.8%	2.3%	21.5%	95.0%	95.1%	92.8%	32.0%
Vote	46.2%	29.6%	41.5%	47.1%	54.8%	45.5%	48.7%	50.0%	44.4%	1.8%	1.6%	9.9%	92.2%	93.6%	44.2%	29.6%
Lean	1.9%	-	2.6%	3.3%	1.7%	1.2%	4.7%	6.1%	-	1.0%	0.7%	11.6%	2.8%	1.5%	48.6%	2.4%
FIRM UNDECIDED	9.2%	4.2%	12.9%	15.2%	6.6%	7.7%	15.1%	10.5%	30.3%	6.2%	5.3%	41.6%	3.3%	3.2%	5.9%	57.5%
Net Diff.	-5.5%	36.6%	-1.1%	-15.9%	-19.8%	-1.1%	-22.0%	-22.9%	-19.0%	88.2%	90.1%	15.3%	-93.3%	-93.4%	-91.5%	-21.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
ROBERT HANIG: REPUBLICAN	42.6%	85.5%	13.8%	35.2%	39.3%	8.9%	84.5%	36.2%	51.4%	33.5%	1.2%	54.4%	41.6%
Vote	41.0%	85.5%	13.7%	34.2%	37.0%	8.9%	83.8%	35.0%	48.9%	33.5%	-	54.3%	40.9%
Lean	1.6%	*	0.1%	1.0%	2.4%	-	0.7%	1.2%	2.6%	-	1.2%	0.1%	0.7%
VALERIE JORDAN: DEMOCRAT	48.1%	14.5%	75.0%	51.9%	51.0%	90.8%	6.1%	47.6%	39.5%	66.5%	9.2%	39.8%	49.0%
Vote	46.2%	14.5%	75.0%	49.0%	48.8%	88.3%	6.1%	45.1%	37.7%	66.5%	9.2%	39.8%	47.2%
Lean	1.9%	-	-	2.9%	2.2%	2.5%	-	2.5%	1.8%	-	-	-	1.9%
FIRM UNDECIDED	9.2%	-	11.2%	12.9%	9.6%	0.3%	9.4%	16.2%	9.0%	-	89.7%	5.8%	9.4%
Net Diff.	-5.5%	71.1%	-61.2%	-16.7%	-11.7%	-81.9%	78.3%	-11.5%	11.9%	-32.9%	-8.0%	14.6%	-7.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
ROBERT HANIG: REPUBLICAN	42.6%	64.7%	19.5%	31.3%	34.8%	-	36.9%	33.1%	89.3%	90.9%	17.4%	1.6%	1.4%	12.0%	5.0%
Vote	41.0%	63.3%	19.5%	27.5%	33.0%	-	36.9%	33.1%	85.9%	87.7%	8.5%	1.5%	1.3%	12.0%	5.0%
Lean	1.6%	1.4%	-	3.9%	1.8%	-	-	-	3.4%	3.2%	8.9%	0%	0%	-	0%
VALERIE JORDAN: DEMOCRAT	48.1%	28.6%	77.4%	53.8%	62.9%	87.6%	57.4%	15.8%	4.2%	3.6%	29.0%	96.0%	96.5%	68.2%	22.2%
Vote	46.2%	27.2%	76.8%	49.7%	59.7%	86.0%	57.4%	15.8%	3.5%	3.6%	-	92.6%	93.4%	48.4%	21.4%
Lean	1.9%	1.4%	0.5%	4.0%	3.2%	1.5%	-	-	0.7%	-	29.0%	3.4%	3.1%	19.8%	0.8%
FIRM UNDECIDED	9.2%	6.7%	3.1%	14.9%	2.3%	12.4%	5.7%	51.1%	6.6%	5.5%	53.6%	2.4%	2.1%	19.8%	72.8%
Net Diff.	-5.5%	36.0%	-57.8%	-22.4%	-28.0%	-87.6%	-20.5%	17.3%	85.1%	87.3%	-11.6%	-94.5%	-95.1%	-56.2%	-17.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
ROBERT HANIG: REPUBLICAN	42.6%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	-
Vote	41.0%	96.3%	100.0%	-	-	-	-	-	100.0%	-
Lean	1.6%	3.7%	-	100.0%	-	-	-	-	0.0%	-
VALERIE JORDAN: DEMOCRAT	48.1%	-	-	-	100.0%	100.0%	100.0%	-	-	-
Vote	46.2%	-	-	-	96.0%	100.0%	-	-	-	-
Lean	1.9%	-	-	-	4.0%	-	100.0%	-	-	-
FIRM UNDECIDED	9.2%	-	-	-	-	-	-	100.0%	-	100.0%
Net Diff.	-5.5%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-	100.0%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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 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	207	67	120	133		160	119		243	33		186	95		85	23		270	23		61	157	82	72	7	3
ROBERT HANIG: REPUBLICAN	42.6%	40.2%	46.0%	39.5%	44.0%		50.8%	31.7%		47.8%	16.3%		19.2%	81.8%		84.7%	79.4%		39.7%	79.4%		91.8%	12.8%	62.9%	65.1%	60.4%	18.6%
Vote	41.0%	39.4%	41.8%	37.6%	42.1%		50.2%	28.5%		46.0%	16.3%		19.0%	77.8%		80.1%	77.8%		38.1%	77.8%		89.4%	11.5%	61.5%	63.6%	60.4%	18.6%
Lean	1.6%	0.8%	4.2%	1.8%	1.9%		0.6%	3.2%		1.9%	-		0.3%	4.0%		4.6%	1.6%		1.6%	1.6%		2.5%	1.4%	1.4%	1.6%	-	-
VALERIE JORDAN: DEMOCRAT	48.1%	52.5%	41.5%	50.5%	48.6%		43.1%	54.9%		43.7%	70.4%		70.5%	11.6%		7.7%	18.9%		50.9%	18.9%		6.6%	78.2%	21.7%	21.3%	33.3%	4.8%
Vote	46.2%	50.9%	37.7%	49.1%	45.5%		41.1%	53.0%		41.9%	69.7%		68.8%	9.0%		4.8%	18.9%		48.7%	18.9%		5.1%	75.6%	20.6%	20.0%	33.3%	4.8%
Lean	1.9%	1.6%	3.8%	1.5%	3.0%		2.1%	2.0%		1.8%	0.7%		1.8%	2.6%		2.9%	-		2.2%	-		1.5%	2.5%	1.2%	1.3%	-	-
FIRM UNDECIDED	9.2%	7.3%	12.5%	10.0%	7.5%		6.1%	13.4%		8.5%	13.3%		10.2%	6.6%		7.6%	1.7%		9.4%	1.7%		1.5%	9.0%	15.4%	13.5%	6.3%	76.5%
Net Diff.	-5.5%	-12.3%	4.5%	-11.1%	-4.6%		7.6%	-23.3%		4.1%	-54.1%		-51.3%	70.1%		77.0%	60.5%		-11.2%	60.5%		85.2%	-65.3%	41.1%	43.8%	27.1%	13.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State Senate 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		
		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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
ROBERT HANIG: REPUBLICAN	42.6%	93.8%	16.0%	69.6%	90.1%	10.8%	56.1%	93.4%	24.9%	68.7%	83.6%	7.0%	39.5%	79.6%	6.7%	32.5%
Vote	41.0%	92.2%	12.5%	66.9%	87.0%	10.8%	56.1%	91.0%	24.9%	67.6%	81.0%	5.0%	37.4%	76.4%	4.6%	30.1%
Lean	1.6%	1.7%	3.4%	2.7%	3.1%	-	-	2.4%	-	1.2%	2.6%	2.1%	2.2%	3.2%	2.1%	2.4%
VALERIE JORDAN: DEMOCRAT	48.1%	5.8%	70.8%	20.1%	7.4%	83.1%	23.3%	4.7%	61.2%	16.1%	16.4%	86.3%	43.7%	20.4%	86.6%	49.0%
Vote	46.2%	2.5%	70.4%	20.1%	7.4%	79.1%	21.0%	2.9%	60.5%	14.6%	16.4%	83.2%	43.7%	20.4%	83.4%	49.0%
Lean	1.9%	3.3%	0.3%	-	-	4.0%	2.3%	1.8%	0.7%	1.5%	-	3.1%	-	-	3.2%	-
FIRM UNDECIDED	9.2%	0.4%	13.3%	10.3%	2.5%	6.1%	20.6%	1.8%	14.0%	15.2%	-	6.6%	16.7%	-	6.7%	18.6%
Net Diff.	-5.5%	88.1%	-54.8%	49.5%	82.8%	-72.4%	32.8%	88.7%	-36.3%	52.6%	67.3%	-79.3%	-4.2%	59.2%	-79.9%	-16.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
ROBERT HANIG: REPUBLICAN	42.6%	97.7%	87.6%	5.9%	8.2%	3.8%	29.5%	72.3%	62.1%	80.6%	43.7%	6.1%	27.6%	81.0%	5.8%	30.6%	63.8%	15.0%	46.0%	84.4%
Vote	41.0%	94.4%	87.5%	5.9%	8.2%	3.8%	29.4%	68.7%	61.3%	74.6%	43.7%	6.1%	27.4%	75.2%	5.8%	30.6%	62.3%	15.0%	45.9%	82.2%
Lean	1.6%	3.3%	0.1%	-	-	-	0.1%	3.7%	0.8%	6.0%	-	-	0.1%	5.8%	-	-	1.6%	-	0.1%	2.2%
VALERIE JORDAN: DEMOCRAT	48.1%	1.1%	11.0%	92.6%	90.2%	94.7%	60.3%	17.9%	23.8%	13.2%	14.2%	93.2%	63.2%	11.7%	92.2%	58.5%	24.1%	84.1%	43.5%	3.7%
Vote	46.2%	1.1%	11.0%	89.7%	89.4%	90.0%	58.1%	16.2%	21.9%	11.6%	12.7%	93.2%	62.5%	10.2%	87.7%	55.4%	22.1%	80.7%	42.7%	2.5%
Lean	1.9%	-	-	2.8%	0.8%	4.7%	2.2%	1.7%	1.9%	1.6%	1.5%	-	0.7%	1.4%	4.5%	3.1%	2.0%	3.4%	0.8%	1.2%
FIRM UNDECIDED	9.2%	1.2%	1.4%	1.5%	1.6%	1.5%	10.3%	9.7%	14.1%	6.2%	42.0%	0.7%	9.2%	7.4%	2.0%	10.9%	12.1%	0.9%	10.5%	11.9%
Net Diff.	-5.5%	96.6%	76.5%	-86.7%	-81.9%	-90.9%	-30.8%	54.4%	38.3%	67.4%	29.5%	-87.1%	-35.6%	69.3%	-86.4%	-27.9%	39.8%	-69.1%	2.5%	80.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
ROBERT HANIG: REPUBLICAN	42.6%	0.5%	10.8%	44.7%	-	9.6%	39.4%	84.0%	3.2%	27.9%	54.5%	40.3%	42.1%	42.8%	48.0%	49.8%	37.9%	36.6%	70.3%	52.2%
Vote	41.0%	0.5%	10.8%	37.7%	-	9.6%	31.6%	80.9%	3.1%	24.5%	53.6%	38.6%	40.3%	42.0%	43.7%	48.2%	37.9%	36.5%	69.7%	51.5%
Lean	1.6%	-	-	7.1%	-	-	7.8%	3.1%	0.1%	3.4%	1.0%	1.8%	1.8%	0.8%	4.4%	1.6%	-	0.1%	0.6%	0.7%
VALERIE JORDAN: DEMOCRAT	48.1%	97.6%	79.2%	50.4%	98.0%	80.2%	55.4%	5.7%	89.0%	44.8%	33.8%	51.7%	48.7%	49.5%	43.0%	42.6%	52.8%	55.5%	17.3%	39.9%
Vote	46.2%	95.8%	75.5%	47.6%	96.1%	76.3%	52.2%	5.1%	85.8%	44.8%	33.3%	49.5%	46.4%	47.8%	41.7%	42.2%	49.9%	52.8%	16.0%	38.4%
Lean	1.9%	1.8%	3.7%	2.9%	1.9%	3.8%	3.1%	0.6%	3.2%	-	0.5%	2.2%	2.2%	1.7%	1.3%	0.5%	2.9%	2.8%	1.3%	1.6%
FIRM UNDECIDED	9.2%	2.0%	10.0%	4.9%	2.0%	10.3%	5.3%	10.2%	7.8%	27.3%	11.7%	8.0%	9.2%	7.7%	9.0%	7.6%	9.3%	7.9%	12.4%	7.9%
Net Diff.	-5.5%	-97.1%	-68.4%	-5.7%	-98.0%	-70.6%	-16.0%	78.3%	-85.8%	-16.9%	20.7%	-11.4%	-6.5%	-6.8%	5.1%	7.2%	-14.9%	-19.0%	53.0%	12.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
ROBERT HANIG: REPUBLICAN	42.6%	14.0%	24.7%	12.0%	20.6%	52.6%	20.5%	53.3%	28.0%	51.9%	16.9%	71.3%	38.5%	25.0%	6.5%	20.0%	6.6%	41.5%	44.4%	49.4%	49.1%
Vote	41.0%	11.0%	23.9%	8.8%	19.8%	50.2%	19.6%	48.5%	28.0%	51.9%	15.6%	70.4%	36.5%	20.4%	6.5%	15.0%	6.6%	40.1%	42.3%	46.4%	46.2%
Lean	1.6%	3.0%	0.8%	3.1%	0.9%	2.4%	0.9%	4.7%	-	-	1.3%	0.9%	2.0%	4.6%	-	5.0%	-	1.4%	2.1%	3.0%	2.9%
VALERIE JORDAN: DEMOCRAT	48.1%	80.0%	67.7%	81.9%	70.9%	41.0%	68.6%	39.1%	61.8%	43.0%	71.8%	22.4%	46.1%	68.4%	86.0%	72.9%	85.9%	47.8%	50.7%	41.2%	45.5%
Vote	46.2%	76.8%	65.7%	78.6%	68.7%	40.9%	64.2%	39.1%	58.8%	42.7%	66.7%	22.4%	42.1%	68.0%	81.3%	72.5%	81.1%	45.4%	49.5%	39.9%	45.5%
Lean	1.9%	3.2%	2.0%	3.3%	2.2%	0.2%	4.4%	-	3.0%	0.3%	5.1%	-	4.0%	0.4%	4.7%	0.4%	4.8%	2.4%	1.1%	1.3%	-
FIRM UNDECIDED	9.2%	6.0%	7.6%	6.2%	8.4%	6.4%	10.9%	7.6%	10.2%	5.1%	11.3%	6.3%	15.4%	6.6%	7.5%	7.1%	7.5%	10.8%	4.9%	9.4%	5.4%
Net Diff.	-5.5%	-66.0%	-43.0%	-69.9%	-50.3%	11.5%	-48.1%	14.1%	-33.8%	8.8%	-55.0%	48.9%	-7.6%	-43.4%	-79.6%	-53.0%	-79.3%	-6.3%	-6.3%	8.2%	3.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	COLLGE GRAD./ POST	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
Total	300	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
ROBERT HANIG: REPUBLICAN	42.6%	34.7%	41.4%	67.7%	57.8%	12.3%	24.2%	10.3%	20.6%	64.3%	20.6%	73.1%	20.1%	56.0%	20.9%	77.4%	35.2%	35.1%	9.2%	31.7%	7.3%
Vote	41.0%	34.7%	39.8%	67.3%	55.3%	9.8%	22.8%	7.7%	19.1%	62.0%	19.5%	68.4%	19.1%	56.0%	19.7%	76.9%	32.6%	28.8%	9.2%	24.9%	7.3%
Lean	1.6%	-	1.5%	0.4%	2.5%	2.5%	1.4%	2.6%	1.6%	2.3%	1.1%	4.7%	0.9%	*	1.2%	0.5%	2.6%	6.3%	-	6.8%	-
VALERIE JORDAN: DEMOCRAT	48.1%	53.4%	54.0%	20.5%	35.7%	78.0%	73.2%	79.8%	76.5%	26.5%	73.0%	18.8%	73.7%	33.7%	72.5%	11.7%	56.7%	59.4%	85.6%	62.5%	87.4%
Vote	46.2%	50.1%	52.1%	19.2%	34.2%	74.5%	73.2%	76.1%	76.5%	24.8%	71.4%	17.5%	73.3%	31.6%	70.3%	10.6%	54.7%	56.9%	84.3%	59.7%	86.1%
Lean	1.9%	3.3%	1.9%	1.3%	1.5%	3.5%	-	3.7%	-	1.7%	1.6%	1.3%	0.4%	2.1%	2.3%	1.1%	2.0%	2.5%	1.2%	2.7%	1.3%
FIRM UNDECIDED	9.2%	11.9%	4.7%	11.8%	6.5%	9.7%	2.6%	9.9%	2.8%	9.2%	6.4%	8.1%	6.2%	10.3%	6.5%	10.9%	8.0%	5.5%	5.2%	5.9%	5.4%
Net Diff.	-5.5%	-18.7%	-12.6%	47.2%	22.1%	-65.7%	-49.0%	-69.5%	-55.9%	37.8%	-52.4%	54.3%	-53.7%	22.3%	-51.6%	65.7%	-21.5%	-24.3%	-76.4%	-30.8%	-80.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State Senate 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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
ROBERT HANIG: REPUBLICAN	42.6%	61.0%	66.5%	53.0%	61.2%	23.9%	51.9%	15.4%	5.4%	70.0%	24.9%	51.9%	23.3%	75.3%	39.8%	29.5%	11.0%	26.4%	8.5%
Vote	41.0%	58.7%	60.3%	52.2%	60.0%	22.8%	49.5%	13.1%	5.4%	65.3%	24.0%	51.9%	22.0%	74.7%	37.2%	23.1%	11.0%	19.7%	8.5%
Lean	1.6%	2.4%	6.2%	0.8%	1.2%	1.1%	2.4%	2.3%	-	4.7%	0.9%	-	1.3%	0.5%	2.6%	6.3%	-	6.7%	-
VALERIE JORDAN: DEMOCRAT	48.1%	28.0%	25.6%	39.5%	25.3%	69.2%	40.8%	82.8%	87.1%	20.7%	65.5%	35.4%	71.4%	11.3%	52.3%	64.7%	82.8%	67.4%	85.1%
Vote	46.2%	26.9%	25.0%	34.3%	25.3%	66.6%	38.6%	82.8%	83.7%	20.7%	65.1%	33.2%	67.5%	11.1%	50.3%	61.6%	80.1%	64.1%	82.2%
Lean	1.9%	1.1%	0.5%	5.3%	-	2.6%	2.2%	-	3.4%	-	0.4%	2.2%	4.0%	0.2%	2.0%	3.1%	2.7%	3.3%	2.9%
FIRM UNDECIDED	9.2%	11.0%	8.0%	7.5%	13.5%	6.9%	7.3%	1.9%	7.5%	9.4%	9.6%	12.7%	5.2%	13.4%	7.9%	5.9%	6.2%	6.2%	6.5%
Net Diff.	-5.5%	33.0%	40.9%	13.5%	35.9%	-45.3%	11.1%	-67.4%	-81.7%	49.3%	-40.7%	16.5%	-48.1%	64.0%	-12.5%	-35.2%	-71.8%	-40.9%	-76.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State Senate 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/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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
ROBERT HANIG: REPUBLICAN	42.6%	62.8%	17.0%	14.4%	69.3%	90.0%	71.2%	70.1%	25.0%	23.6%	58.0%	-	88.2%	57.4%	10.1%	6.4%	86.7%	100.0%	69.5%
Vote	41.0%	61.6%	14.9%	12.2%	69.3%	90.0%	71.2%	68.7%	20.5%	18.9%	58.0%	-	88.2%	56.4%	10.1%	6.4%	86.7%	100.0%	69.5%
Lean	1.6%	1.2%	2.1%	2.2%	-	-	-	1.4%	4.5%	4.7%	-	-	-	1.1%	-	-	-	-	-
VALERIE JORDAN: DEMOCRAT	48.1%	26.5%	75.6%	77.8%	30.7%	-	27.8%	19.3%	66.4%	67.6%	42.0%	-	-	31.7%	83.5%	86.8%	13.3%	-	30.5%
Vote	46.2%	25.1%	73.1%	75.2%	30.7%	-	27.8%	18.0%	66.1%	67.2%	42.0%	-	-	30.3%	79.1%	82.2%	13.3%	-	30.5%
Lean	1.9%	1.3%	2.5%	2.6%	-	-	-	1.3%	0.3%	0.4%	-	-	-	1.4%	4.4%	4.6%	-	-	-
FIRM UNDECIDED	9.2%	10.8%	7.4%	7.7%	-	10.0%	1.1%	10.6%	8.5%	8.8%	-	100.0%	11.8%	10.9%	6.4%	6.8%	-	-	-
Net Diff.	-5.5%	36.3%	-58.6%	-63.4%	38.5%	90.0%	43.4%	50.8%	-41.4%	-44.0%	16.1%	-	88.2%	25.8%	-73.4%	-80.4%	73.5%	100.0%	39.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
ROBERT HANIG: REPUBLICAN	42.6%	50.9%	48.7%	53.0%	37.4%	35.3%	49.5%	41.2%	51.5%	36.2%	46.1%	35.3%	60.5%	46.5%	57.2%	42.8%	50.0%	47.4%
Vote	41.0%	49.5%	48.6%	52.6%	35.7%	32.4%	49.0%	39.3%	51.0%	33.8%	45.2%	32.4%	59.3%	43.3%	56.2%	38.5%	49.0%	40.3%
Lean	1.6%	1.4%	0.1%	0.4%	1.7%	2.9%	0.6%	1.8%	0.5%	2.4%	1.0%	2.9%	1.3%	3.2%	1.0%	4.3%	1.0%	7.1%
VALERIE JORDAN: DEMOCRAT	48.1%	41.0%	45.6%	38.0%	51.1%	55.7%	43.8%	49.0%	40.5%	53.6%	44.5%	55.7%	37.3%	42.1%	35.4%	45.7%	40.0%	43.8%
Vote	46.2%	39.8%	41.4%	38.0%	47.5%	54.1%	40.8%	47.3%	39.2%	51.2%	42.4%	54.1%	37.3%	41.0%	35.4%	44.2%	38.8%	43.8%
Lean	1.9%	1.1%	4.1%	-	3.6%	1.5%	3.0%	1.7%	1.3%	2.4%	2.1%	1.5%	-	1.1%	-	1.5%	1.2%	-
FIRM UNDECIDED	9.2%	8.2%	5.7%	9.0%	11.5%	9.1%	6.7%	9.8%	8.0%	10.1%	9.3%	9.1%	2.2%	11.4%	7.4%	11.5%	10.0%	8.8%
Net Diff.	-5.5%	9.9%	3.1%	15.0%	-13.7%	-20.4%	5.8%	-7.9%	11.1%	-17.4%	1.6%	-20.4%	23.3%	4.4%	21.8%	-2.9%	10.0%	3.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
ROBERT HANIG: REPUBLICAN	42.6%	39.6%	37.1%	46.6%	31.4%	42.9%	26.9%	49.2%	37.5%	29.3%	36.4%	62.4%	72.0%	51.2%	33.5%	45.1%	37.0%	
Vote	41.0%	39.6%	36.3%	46.5%	30.5%	42.0%	26.9%	46.3%	36.9%	28.9%	34.1%	60.4%	72.0%	50.1%	33.3%	43.2%	34.8%	
Lean	1.6%	-	0.7%	*	1.0%	0.9%	-	2.8%	0.6%	0.4%	2.4%	1.9%	-	1.1%	0.2%	1.8%	2.2%	
VALERIE JORDAN: DEMOCRAT	48.1%	49.7%	54.3%	44.9%	59.4%	48.3%	63.8%	41.2%	53.5%	59.0%	55.2%	29.8%	9.9%	43.3%	52.1%	52.2%	51.7%	
Vote	46.2%	44.0%	52.1%	42.5%	56.3%	45.4%	61.2%	40.4%	50.8%	57.1%	53.0%	28.2%	8.4%	40.8%	51.1%	50.3%	49.6%	
Lean	1.9%	5.7%	2.2%	2.4%	3.1%	2.9%	2.5%	0.9%	2.8%	1.9%	2.2%	1.6%	1.4%	2.5%	0.9%	1.9%	2.1%	
FIRM UNDECIDED	9.2%	10.7%	8.6%	8.6%	9.2%	8.8%	9.3%	9.6%	9.0%	11.7%	8.3%	7.8%	18.2%	5.5%	14.4%	2.7%	11.4%	
Net Diff.	-5.5%	-10.1%	-17.2%	1.7%	-27.9%	-5.3%	-36.8%	7.9%	-16.0%	-29.7%	-18.8%	32.5%	62.1%	7.9%	-18.5%	-7.1%	-14.7%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

7. If the general election for State 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	104	52	40	46	57	29	32	25	7	2	20	6	14
ROBERT HANIG: REPUBLICAN	42.6%	47.1%	58.0%	44.0%	38.7%	22.8%	50.9%	89.7%	91.1%	84.8%	17.5%	40.4%	67.0%	29.9%
Vote	41.0%	45.6%	57.5%	37.2%	38.6%	22.3%	49.3%	88.9%	90.0%	84.8%	17.5%	38.5%	67.0%	27.4%
Lean	1.6%	1.4%	0.5%	6.8%	0.1%	0.5%	1.6%	0.9%	1.1%	-	-	1.8%	-	2.6%
VALERIE JORDAN: DEMOCRAT	48.1%	43.2%	33.5%	45.5%	56.5%	65.6%	24.7%	5.7%	3.1%	15.2%	82.5%	38.4%	-	53.6%
Vote	46.2%	40.8%	32.7%	44.8%	53.7%	63.3%	21.4%	5.7%	3.1%	15.2%	82.5%	38.4%	-	53.6%
Lean	1.9%	2.4%	0.8%	0.7%	2.8%	2.4%	3.3%	-	-	-	-	-	-	-
FIRM UNDECIDED	9.2%	9.8%	8.5%	10.6%	4.8%	11.6%	24.4%	4.5%	5.8%	-	-	21.2%	33.0%	16.5%
Net Diff.	-5.5%	3.9%	24.6%	-1.5%	-17.8%	-42.8%	26.2%	84.0%	88.0%	69.6%	-65.0%	1.9%	67.0%	-23.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	69.0%	79.6%	68.1%	59.1%	69.9%	71.6%	59.4%	51.8%	84.3%	64.2%	63.8%	76.6%	73.4%	73.6%	68.1%	70.7%
Strongly	45.6%	59.6%	47.4%	32.4%	45.4%	47.5%	38.6%	32.2%	59.5%	40.8%	40.5%	53.5%	48.9%	49.2%	36.1%	53.3%
Somewhat	23.4%	19.9%	20.7%	26.7%	24.5%	24.1%	20.8%	19.6%	24.8%	23.3%	23.3%	23.2%	24.5%	24.3%	32.0%	17.4%
OPPOSE	22.2%	15.7%	24.2%	32.8%	18.7%	19.8%	31.2%	38.2%	8.3%	26.3%	26.4%	23.4%	20.1%	19.8%	31.9%	11.8%
Somewhat	8.4%	6.5%	7.5%	12.1%	7.9%	8.4%	8.4%	8.6%	7.6%	11.7%	11.6%	16.8%	6.1%	6.1%	4.3%	3.6%
Strongly	13.8%	9.3%	16.7%	20.6%	10.8%	11.3%	22.8%	29.6%	0.7%	14.6%	14.8%	6.5%	14.0%	13.7%	27.6%	8.2%
DK/REFUSED	8.8%	4.7%	7.6%	8.1%	11.4%	8.7%	9.4%	10.0%	7.4%	9.5%	9.8%	-	6.5%	6.7%	-	17.5%
Net Diff.	46.8%	63.8%	43.9%	26.3%	51.2%	51.8%	28.2%	13.6%	76.0%	37.9%	37.5%	53.3%	53.3%	53.8%	36.2%	59.0%
Mean	3.11	3.36	3.07	2.77	3.18	3.18	2.83	2.60	3.54	3.00	2.99	3.24	3.16	3.17	2.77	3.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	69.0%	72.7%	77.8%	65.4%	68.6%	82.3%	58.5%	60.4%	70.2%	91.6%	54.8%	72.7%	68.5%
Strongly	45.6%	42.9%	58.4%	46.7%	44.3%	58.3%	22.3%	38.2%	48.7%	82.6%	54.8%	45.8%	47.1%
Somewhat	23.4%	29.8%	19.4%	18.7%	24.3%	24.0%	36.2%	22.1%	21.6%	9.0%	-	26.9%	21.4%
OPPOSE	22.2%	15.6%	20.9%	22.3%	23.8%	14.0%	31.0%	28.1%	20.7%	-	45.2%	18.4%	20.7%
Somewhat	8.4%	8.5%	4.3%	9.1%	8.6%	1.9%	12.7%	9.9%	9.4%	-	-	5.3%	7.6%
Strongly	13.8%	7.1%	16.6%	13.3%	15.2%	12.2%	18.3%	18.2%	11.3%	-	45.2%	13.1%	13.1%
DK/REFUSED	8.8%	11.8%	1.4%	12.3%	7.6%	3.7%	10.5%	11.5%	9.1%	8.4%	-	8.9%	10.7%
Net Diff.	46.8%	57.1%	56.9%	43.1%	44.8%	68.3%	27.6%	32.3%	49.5%	91.6%	9.5%	54.3%	47.8%
Mean	3.11	3.23	3.21	3.13	3.06	3.33	2.70	2.91	3.18	3.90	2.64	3.16	3.15

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	69.0%	73.9%	64.9%	64.8%	72.8%	70.6%	85.3%	26.3%	64.3%	64.6%	50.1%	75.8%	76.0%	61.9%	55.2%
Strongly	45.6%	47.9%	54.2%	42.8%	44.2%	29.6%	57.5%	12.1%	40.5%	40.3%	50.1%	50.6%	50.9%	30.1%	46.7%
Somewhat	23.4%	26.0%	10.7%	21.9%	28.6%	41.0%	27.8%	14.1%	23.8%	24.3%	-	25.2%	25.1%	31.8%	8.4%
OPPOSE	22.2%	19.1%	18.6%	27.8%	26.6%	29.4%	13.1%	26.2%	26.3%	25.7%	49.9%	18.2%	18.2%	18.4%	21.2%
Somewhat	8.4%	10.4%	2.9%	10.0%	6.3%	13.2%	9.4%	-	12.1%	12.4%	-	5.2%	5.0%	18.4%	5.2%
Strongly	13.8%	8.7%	15.7%	17.7%	20.3%	16.2%	3.7%	26.2%	14.2%	13.3%	49.9%	13.0%	13.2%	-	16.0%
DK/REFUSED	8.8%	7.0%	16.6%	7.4%	0.6%	-	1.6%	47.5%	9.4%	9.7%	-	5.9%	5.7%	19.8%	23.6%
Net Diff.	46.8%	54.8%	46.3%	37.0%	46.1%	41.2%	72.2%	0.1%	38.0%	38.9%	0.3%	57.6%	57.8%	43.5%	34.0%
Mean	3.11	3.22	3.24	2.97	2.97	2.84	3.41	2.23	3.00	3.01	2.50	3.21	3.21	3.15	3.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIDED	HANIG	BOTH
		HANIG			JORDAN		FIRM	VOTE	BOTH	BAL-	
							UNDE-	HANIG	BAL-	LOTS	
							CIDED		LOTS		
Total	300	128	123	5	144	139	6	28	33	15	
SUPPORT	69.0%	65.1%	66.2%	35.8%	75.3%	76.1%	56.0%	54.4%	68.7%	63.7%	
Strongly	45.6%	40.1%	41.1%	14.8%	50.2%	50.5%	43.6%	47.3%	35.6%	54.2%	
Somewhat	23.4%	25.0%	25.2%	21.0%	25.1%	25.6%	12.5%	7.2%	33.1%	9.6%	
OPPOSE	22.2%	23.9%	22.6%	58.7%	19.1%	18.1%	44.0%	29.9%	18.2%	10.6%	
Somewhat	8.4%	10.8%	11.3%	-	5.4%	5.5%	2.8%	12.7%	9.9%	6.1%	
Strongly	13.8%	13.1%	11.3%	58.7%	13.7%	12.5%	41.2%	17.2%	8.3%	4.5%	
DK/REFUSED	8.8%	11.0%	11.2%	5.5%	5.6%	5.8%	-	15.6%	13.1%	25.6%	
Net Diff.	46.8%	41.2%	43.7%	-22.9%	56.1%	58.0%	12.1%	24.5%	50.5%	53.1%	
Mean	3.11	3.03	3.08	1.91	3.18	3.21	2.58	3.00	3.10	3.52	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 PROGRAM 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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
SUPPORT	69.0%	100.0%	-	84.9%	60.5%	75.1%	64.4%	72.3%	58.5%	75.1%	58.7%	61.3%	57.4%	70.8%	57.4%	63.1%	70.2%	71.2%	70.8%	71.6%	78.0%
Strongly	45.6%	66.1%	-	60.1%	35.6%	47.4%	45.5%	48.1%	45.7%	53.4%	30.6%	34.1%	28.8%	47.3%	28.8%	35.4%	49.2%	46.4%	46.9%	28.7%	73.1%
Somewhat	23.4%	33.9%	-	24.8%	24.9%	27.7%	19.0%	24.2%	12.9%	21.8%	28.1%	27.3%	28.6%	23.5%	28.6%	27.6%	21.0%	24.8%	23.9%	42.9%	4.9%
OPPOSE	22.2%	-	100.0%	12.3%	32.4%	17.2%	30.2%	20.2%	28.6%	18.2%	32.5%	27.3%	35.9%	21.1%	35.9%	25.6%	21.8%	20.3%	20.2%	28.4%	3.2%
Somewhat	8.4%	-	37.9%	5.6%	10.7%	9.9%	7.5%	7.3%	12.4%	5.5%	15.6%	10.9%	23.1%	7.2%	23.1%	15.1%	7.1%	6.0%	5.1%	16.5%	2.7%
Strongly	13.8%	-	62.1%	6.7%	21.7%	7.4%	22.6%	13.0%	16.2%	12.7%	16.9%	16.3%	12.8%	13.8%	12.8%	10.6%	14.7%	14.3%	15.2%	11.9%	0.5%
DK/REFUSED	8.8%	-	-	2.9%	7.1%	7.7%	5.4%	7.5%	12.8%	6.6%	8.8%	11.4%	6.7%	8.1%	6.7%	11.3%	8.0%	8.6%	9.0%	-	18.8%
Net Diff.	46.8%	100.0%	-100%	72.6%	28.1%	57.8%	34.3%	52.1%	29.9%	56.9%	26.2%	34.0%	21.5%	49.7%	21.5%	37.4%	48.4%	50.9%	50.6%	43.2%	74.8%
Mean	3.11	3.66	1.38	3.42	2.80	3.25	2.92	3.16	3.01	3.24	2.79	2.89	2.79	3.13	2.79	2.99	3.14	3.13	3.13	2.88	3.85

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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		
		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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	69.0%	59.6%	71.6%	73.4%	66.0%	69.3%	68.9%	60.8%	71.1%	75.4%	73.7%	69.6%	55.0%	79.0%	69.7%	49.7%
Strongly	45.6%	40.3%	55.0%	48.8%	31.3%	45.3%	43.9%	34.3%	57.3%	46.7%	40.7%	45.3%	44.8%	50.7%	45.8%	40.0%
Somewhat	23.4%	19.2%	16.5%	24.6%	34.7%	24.0%	25.0%	26.5%	13.8%	28.7%	33.0%	24.3%	10.2%	28.3%	24.0%	9.7%
OPPOSE	22.2%	28.8%	25.3%	14.7%	23.0%	19.5%	25.8%	26.2%	21.4%	17.9%	23.4%	22.2%	29.5%	17.4%	22.3%	33.0%
Somewhat	8.4%	20.6%	10.1%	9.3%	10.4%	5.1%	2.6%	15.4%	11.3%	5.6%	13.9%	5.1%	7.0%	17.4%	5.2%	7.9%
Strongly	13.8%	8.2%	15.2%	5.5%	12.6%	14.4%	23.2%	10.8%	10.1%	12.3%	9.4%	17.1%	22.5%	-	17.1%	25.2%
DK/REFUSED	8.8%	11.6%	3.1%	11.9%	11.0%	11.2%	5.3%	13.0%	7.5%	6.7%	2.9%	8.2%	15.4%	3.7%	8.0%	17.3%
Net Diff.	46.8%	30.8%	46.3%	58.7%	43.0%	49.8%	43.1%	34.6%	49.7%	57.5%	50.3%	47.5%	25.5%	61.6%	47.4%	16.6%
Mean	3.11	3.04	3.15	3.32	2.95	3.13	2.95	2.97	3.28	3.18	3.08	3.07	2.91	3.35	3.07	2.78

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
SUPPORT	69.0%	54.2%	79.6%	84.8%	83.3%	86.1%	74.4%	58.6%	71.9%	47.8%	47.5%	81.6%	84.4%	56.6%	86.6%	68.3%	60.7%	90.9%	74.2%	62.2%
Strongly	45.6%	31.5%	37.3%	62.9%	61.4%	64.2%	49.0%	31.7%	42.0%	23.2%	37.6%	62.9%	58.5%	36.1%	62.9%	43.4%	27.3%	70.9%	56.8%	32.2%
Somewhat	23.4%	22.8%	42.4%	21.9%	21.9%	21.9%	25.3%	27.0%	29.9%	24.6%	9.9%	18.7%	25.9%	20.5%	23.8%	25.0%	33.4%	20.0%	17.4%	30.1%
OPPOSE	22.2%	30.4%	20.2%	12.9%	12.1%	13.6%	17.9%	30.7%	21.8%	37.9%	35.6%	12.5%	14.9%	32.2%	13.1%	19.7%	29.2%	8.4%	15.7%	27.5%
Somewhat	8.4%	16.0%	15.1%	5.8%	7.8%	4.0%	4.8%	13.6%	14.5%	12.9%	30.1%	12.5%	1.9%	19.5%	1.8%	6.5%	7.9%	4.6%	6.4%	14.9%
Strongly	13.8%	14.4%	5.1%	7.1%	4.3%	9.6%	13.1%	17.1%	7.3%	24.9%	5.5%	-	13.0%	12.7%	11.3%	13.2%	21.3%	3.8%	9.3%	12.6%
DK/REFUSED	8.8%	15.4%	0.2%	2.3%	4.5%	0.3%	7.7%	10.7%	6.3%	14.3%	16.9%	5.8%	0.7%	11.3%	0.2%	12.0%	10.1%	0.7%	10.1%	10.2%
Net Diff.	46.8%	23.9%	59.4%	71.9%	71.2%	72.5%	56.5%	28.0%	50.1%	10.0%	11.8%	69.1%	69.5%	24.4%	73.5%	48.7%	31.5%	82.5%	58.5%	34.7%
Mean	3.11	2.84	3.12	3.44	3.47	3.41	3.20	2.82	3.14	2.54	2.96	3.53	3.31	2.90	3.39	3.12	2.74	3.59	3.35	2.91



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	69.0%	81.3%	74.8%	50.0%	80.5%	76.1%	47.8%	64.3%	73.6%	68.1%	69.0%	69.3%	60.9%	83.1%	63.4%	78.4%	59.0%	87.1%	56.5%	83.6%
Strongly	45.6%	58.7%	40.5%	30.0%	59.6%	41.6%	28.7%	39.9%	50.9%	64.2%	48.2%	45.0%	35.3%	65.1%	40.0%	64.8%	31.9%	65.3%	32.0%	65.2%
Somewhat	23.4%	22.5%	34.3%	20.0%	20.9%	34.5%	19.1%	24.4%	22.7%	3.8%	20.8%	24.3%	25.6%	18.0%	23.4%	13.6%	27.1%	21.8%	24.5%	18.3%
OPPOSE	22.2%	15.7%	20.1%	38.1%	16.3%	19.8%	39.2%	25.2%	19.4%	14.2%	25.0%	21.7%	30.2%	10.5%	29.6%	15.4%	30.6%	6.2%	35.4%	10.3%
Somewhat	8.4%	6.5%	2.6%	10.9%	6.8%	2.7%	11.9%	11.3%	5.7%	4.9%	14.2%	7.3%	10.4%	5.7%	14.6%	9.7%	7.3%	2.3%	15.1%	7.6%
Strongly	13.8%	9.2%	17.5%	27.3%	9.5%	17.1%	27.3%	13.9%	13.7%	9.3%	10.8%	14.3%	19.8%	4.8%	14.9%	5.8%	23.3%	3.9%	20.3%	2.7%
DK/REFUSED	8.8%	3.0%	5.2%	11.8%	3.1%	4.1%	13.0%	10.5%	7.0%	17.8%	6.0%	9.1%	9.0%	6.4%	7.0%	6.1%	10.4%	6.7%	8.2%	6.1%
Net Diff.	46.8%	65.5%	54.7%	11.9%	64.2%	56.3%	8.6%	39.1%	54.2%	53.9%	44.0%	47.6%	30.7%	72.6%	33.8%	63.0%	28.5%	81.0%	21.1%	73.2%
Mean	3.11	3.35	3.03	2.60	3.35	3.05	2.57	3.01	3.19	3.50	3.13	3.10	2.84	3.53	2.95	3.46	2.75	3.59	2.74	3.56

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	69.0%	65.2%	82.5%	65.9%	81.7%	73.6%	63.7%	69.7%	75.5%	77.7%	58.0%	71.2%	63.0%	77.2%	64.2%	78.4%	63.6%	68.8%	69.3%	70.3%	67.2%	
Strongly	45.6%	38.5%	65.1%	39.6%	65.5%	49.0%	42.3%	51.0%	56.2%	46.9%	35.5%	44.3%	47.5%	56.0%	37.9%	57.3%	38.3%	48.6%	40.5%	52.4%	44.9%	
Somewhat	23.4%	26.7%	17.4%	26.3%	16.2%	24.6%	21.5%	18.7%	19.3%	30.8%	22.5%	27.0%	15.4%	21.2%	26.3%	21.1%	25.3%	20.3%	28.8%	17.9%	22.3%	
OPPOSE	22.2%	25.0%	10.7%	24.6%	10.8%	19.5%	23.9%	23.8%	14.6%	15.0%	28.3%	20.5%	25.4%	18.0%	22.8%	17.2%	23.1%	23.0%	22.3%	21.9%	27.0%	
Somewhat	8.4%	5.7%	2.0%	5.9%	2.2%	7.7%	7.1%	10.5%	6.9%	4.9%	7.3%	10.3%	10.3%	3.9%	4.7%	4.3%	4.8%	6.3%	12.5%	8.0%	21.3%	
Strongly	13.8%	19.3%	8.7%	18.8%	8.5%	11.7%	16.7%	13.3%	7.7%	10.1%	21.1%	10.2%	15.1%	14.0%	18.1%	12.9%	18.4%	16.7%	9.8%	13.9%	5.7%	
DK/REFUSED	8.8%	9.8%	6.8%	9.5%	7.5%	6.9%	12.4%	6.5%	9.9%	7.3%	13.6%	8.2%	11.6%	4.9%	13.1%	4.4%	13.3%	8.2%	8.3%	7.8%	5.7%	
Net Diff.	46.8%	40.2%	71.8%	41.3%	70.9%	54.1%	39.9%	45.9%	60.9%	62.7%	29.7%	50.7%	37.6%	59.2%	41.4%	61.2%	40.5%	45.8%	47.0%	48.4%	40.2%	
Mean	3.11	2.93	3.49	2.96	3.50	3.19	3.02	3.15	3.38	3.24	2.84	3.15	3.08	3.25	2.97	3.28	2.96	3.10	3.09	3.18	3.13	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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		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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	69.0%	67.6%	70.7%	71.9%	67.1%	65.5%	72.5%	66.2%	70.9%	59.0%	80.9%	56.5%	86.5%	61.3%	77.5%	56.7%	90.0%	64.0%	74.0%	64.9%	73.4%
Strongly	45.6%	45.3%	37.7%	49.2%	40.5%	47.9%	40.8%	49.2%	39.4%	34.5%	56.5%	39.8%	60.7%	29.5%	53.9%	31.1%	67.5%	42.4%	47.9%	44.9%	47.6%
Somewhat	23.4%	22.3%	33.0%	22.7%	26.5%	17.6%	31.7%	16.9%	31.5%	24.5%	24.5%	16.7%	25.8%	31.8%	23.6%	25.6%	22.5%	21.6%	26.1%	20.0%	25.8%
OPPOSE	22.2%	23.9%	19.3%	21.4%	23.5%	24.8%	20.8%	24.4%	21.8%	29.1%	14.9%	32.8%	10.6%	25.6%	17.5%	29.9%	9.1%	27.3%	19.4%	26.9%	19.8%
Somewhat	8.4%	4.7%	6.8%	7.8%	14.8%	4.5%	9.1%	4.6%	9.9%	12.2%	5.2%	19.6%	4.7%	5.3%	5.5%	13.8%	4.6%	8.5%	5.7%	9.1%	5.9%
Strongly	13.8%	19.2%	12.4%	13.6%	8.6%	20.3%	11.6%	19.8%	11.8%	16.9%	9.7%	13.2%	5.8%	20.3%	12.1%	16.1%	4.5%	18.8%	13.8%	17.8%	13.9%
DK/REFUSED	8.8%	8.5%	10.0%	6.7%	9.5%	9.8%	6.7%	9.5%	7.3%	11.9%	4.2%	10.7%	2.9%	13.1%	5.0%	13.4%	0.9%	8.7%	6.6%	8.2%	6.8%
Net Diff.	46.8%	43.6%	51.4%	50.5%	43.6%	40.7%	51.7%	41.8%	49.1%	30.0%	66.1%	23.7%	75.9%	35.8%	60.0%	26.8%	81.0%	36.8%	54.6%	38.0%	53.6%
Mean	3.11	3.02	3.07	3.15	3.09	3.03	3.09	3.06	3.06	2.87	3.33	2.93	3.46	2.81	3.26	2.83	3.54	2.96	3.16	3.00	3.15

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
SUPPORT	69.0%	63.1%	52.3%	41.0%	74.9%	80.5%	85.3%	89.2%	75.4%	66.0%	81.3%	60.1%	80.0%	62.8%	85.0%	63.9%	76.7%	65.2%	76.0%
Strongly	45.6%	35.2%	25.5%	15.6%	45.7%	61.8%	66.6%	51.7%	60.3%	42.9%	63.9%	27.2%	60.6%	36.4%	67.9%	32.4%	57.1%	34.3%	57.2%
Somewhat	23.4%	27.9%	26.8%	25.4%	29.2%	18.7%	18.8%	37.5%	15.2%	23.1%	17.5%	32.9%	19.4%	26.4%	17.1%	31.5%	19.6%	30.9%	18.8%
OPPOSE	22.2%	26.5%	37.8%	37.3%	18.2%	15.4%	11.1%	10.0%	19.4%	25.9%	15.7%	27.1%	15.2%	25.9%	14.0%	27.6%	16.7%	27.0%	17.0%
Somewhat	8.4%	10.5%	15.3%	9.7%	8.6%	5.9%	7.5%	7.4%	4.4%	13.4%	9.1%	7.5%	3.8%	12.4%	8.7%	6.0%	3.7%	6.4%	3.9%
Strongly	13.8%	16.1%	22.4%	27.5%	9.6%	9.5%	3.6%	2.6%	15.0%	12.6%	6.6%	19.6%	11.4%	13.6%	5.3%	21.6%	13.0%	20.6%	13.2%
DK/REFUSED	8.8%	10.4%	9.9%	21.8%	7.0%	4.1%	3.6%	0.8%	5.1%	8.1%	3.0%	12.8%	4.9%	11.3%	1.0%	8.5%	6.6%	7.8%	6.9%
Net Diff.	46.8%	36.6%	14.5%	3.7%	56.7%	65.1%	74.3%	79.1%	56.0%	40.1%	65.6%	33.0%	64.8%	36.8%	71.0%	36.3%	60.0%	38.2%	59.0%
Mean	3.11	2.92	2.61	2.37	3.19	3.39	3.54	3.39	3.27	3.05	3.43	2.78	3.36	2.97	3.49	2.82	3.29	2.86	3.29

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
SUPPORT	69.0%	69.7%	68.1%	67.9%	64.6%	100.0%	77.3%	69.0%	70.0%	71.0%	42.0%	100.0%	100.0%	70.1%	66.4%	65.3%	100.0%	100.0%	75.1%		
Strongly	45.6%	46.2%	44.9%	45.4%	10.4%	10.0%	77.3%	49.2%	50.5%	52.2%	-	100.0%	100.0%	44.0%	40.0%	39.4%	26.5%	-	75.1%		
Somewhat	23.4%	23.5%	23.2%	22.5%	54.3%	90.0%	-	19.8%	19.5%	18.7%	42.0%	-	-	26.2%	26.4%	25.9%	73.5%	100.0%	-		
OPPOSE	22.2%	21.5%	23.2%	23.3%	35.4%	-	-	21.1%	24.8%	23.6%	58.0%	-	-	21.7%	21.8%	23.0%	-	-	-		
Somewhat	8.4%	10.3%	6.0%	6.3%	-	-	-	15.6%	8.1%	8.5%	-	-	-	6.5%	4.2%	4.4%	-	-	-		
Strongly	13.8%	11.2%	17.2%	17.0%	35.4%	-	-	5.6%	16.6%	15.1%	58.0%	-	-	15.2%	17.6%	18.6%	-	-	-		
DK/REFUSED	8.8%	8.9%	8.8%	8.8%	-	-	22.7%	9.8%	5.2%	5.4%	-	-	-	8.1%	11.8%	11.8%	-	-	24.9%		
Net Diff.	46.8%	48.2%	44.9%	44.7%	29.3%	100.0%	77.3%	47.9%	45.3%	47.4%	-16.1%	100.0%	100.0%	48.4%	44.6%	42.3%	100.0%	100.0%	75.1%		
Mean	3.11	3.15	3.05	3.06	2.40	3.10	4.00	3.25	3.10	3.14	1.84	4.00	4.00	3.08	3.01	2.98	3.27	3.00	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	69.0%	88.3%	72.2%	74.6%	66.9%	61.2%	78.5%	66.9%	76.2%	63.7%	72.7%	61.2%	82.8%	66.4%	74.9%	65.3%	73.1%	61.2%
Strongly	45.6%	75.2%	46.8%	49.7%	39.5%	40.6%	57.8%	42.9%	53.2%	40.1%	47.9%	40.6%	68.4%	45.5%	55.2%	45.6%	52.1%	44.5%
Somewhat	23.4%	13.1%	25.4%	24.9%	27.4%	20.6%	20.6%	24.0%	23.1%	23.6%	24.7%	20.6%	14.4%	20.9%	19.7%	19.6%	21.0%	16.7%
OPPOSE	22.2%	10.5%	14.0%	21.6%	23.4%	27.0%	12.7%	24.3%	17.8%	25.4%	19.9%	27.0%	10.5%	25.7%	17.6%	26.9%	18.4%	33.2%
Somewhat	8.4%	4.8%	6.5%	10.8%	5.8%	10.2%	5.8%	9.0%	8.7%	8.2%	7.6%	10.2%	7.5%	13.2%	11.7%	12.4%	10.7%	15.4%
Strongly	13.8%	5.7%	7.5%	10.8%	17.6%	16.8%	6.8%	15.3%	9.1%	17.1%	12.3%	16.8%	3.1%	12.5%	5.9%	14.5%	7.7%	17.8%
DK/REFUSED	8.8%	1.2%	13.8%	3.8%	9.7%	11.8%	8.9%	8.8%	5.9%	10.9%	7.4%	11.8%	6.7%	7.9%	7.5%	7.8%	8.5%	5.6%
Net Diff.	46.8%	77.8%	58.1%	53.0%	43.6%	34.2%	65.8%	42.7%	58.4%	38.4%	52.8%	34.2%	72.3%	40.7%	57.3%	38.3%	54.7%	28.1%
Mean	3.11	3.60	3.29	3.18	2.98	2.96	3.42	3.04	3.28	2.97	3.17	2.96	3.59	3.08	3.34	3.05	3.29	2.93

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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: 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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
SUPPORT	69.0%	74.5%	67.3%	77.4%	62.6%	72.3%	61.2%	69.6%	68.5%	60.6%	74.3%	71.7%	64.8%	74.1%	89.8%	72.9%	61.3%	
Strongly	45.6%	48.3%	41.0%	51.4%	36.1%	44.5%	37.9%	50.0%	42.2%	35.9%	51.8%	48.6%	42.7%	45.2%	62.9%	47.3%	41.5%	
Somewhat	23.4%	26.3%	26.3%	26.0%	26.5%	27.9%	23.3%	19.6%	26.3%	24.7%	22.5%	23.0%	22.0%	28.9%	26.8%	25.6%	19.7%	
OPPOSE	22.2%	14.6%	23.2%	18.0%	24.2%	21.2%	22.7%	22.7%	21.7%	29.9%	20.1%	16.8%	9.8%	17.5%	9.3%	20.5%	29.0%	
Somewhat	8.4%	4.4%	5.8%	6.1%	5.2%	5.0%	6.6%	12.1%	5.5%	11.0%	7.7%	6.7%	7.4%	6.3%	-	10.5%	10.3%	
Strongly	13.8%	10.2%	17.4%	11.9%	19.0%	16.2%	16.1%	10.7%	16.2%	18.9%	12.4%	10.1%	2.4%	11.3%	9.3%	10.0%	18.7%	
DK/REFUSED	8.8%	10.9%	9.5%	4.6%	13.1%	6.4%	16.1%	7.6%	9.7%	9.5%	5.6%	11.5%	25.4%	8.4%	1.0%	6.5%	9.8%	
Net Diff.	46.8%	59.9%	44.2%	59.4%	38.4%	51.1%	38.4%	46.9%	46.8%	30.7%	54.2%	54.8%	55.0%	56.5%	80.5%	52.4%	32.3%	
Mean	3.11	3.26	3.00	3.22	2.92	3.07	2.99	3.18	3.05	2.86	3.20	3.25	3.41	3.18	3.45	3.18	2.93	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
SUPPORT	69.0%	75.8%	68.7%	64.6%	69.4%	59.8%	80.8%	73.8%	76.4%	64.0%	50.2%	54.4%	40.5%	59.9%	
Strongly	45.6%	50.2%	50.3%	45.9%	45.8%	32.8%	62.9%	38.5%	42.5%	23.5%	44.0%	35.1%	14.6%	43.2%	
Somewhat	23.4%	25.6%	18.4%	18.7%	23.6%	26.9%	17.9%	35.3%	33.9%	40.5%	6.3%	19.3%	25.9%	16.8%	
OPPOSE	22.2%	14.2%	24.7%	22.2%	27.6%	30.0%	5.2%	21.1%	17.0%	36.0%	49.8%	38.6%	59.5%	30.4%	
Somewhat	8.4%	8.1%	6.3%	3.5%	13.0%	10.6%	2.6%	8.0%	0.4%	36.0%	49.8%	4.0%	5.1%	3.6%	
Strongly	13.8%	6.1%	18.4%	18.7%	14.5%	19.4%	2.6%	13.1%	16.6%	-	-	34.6%	54.4%	26.8%	
DK/REFUSED	8.8%	10.1%	6.5%	13.2%	3.0%	10.2%	14.0%	5.2%	6.6%	-	-	6.9%	-	9.7%	
Net Diff.	46.8%	61.6%	44.0%	42.3%	41.9%	29.7%	75.6%	52.7%	59.4%	28.0%	0.5%	15.8%	-19.0%	29.5%	
Mean	3.11	3.33	3.08	3.06	3.04	2.81	3.64	3.05	3.09	2.87	2.94	2.59	2.01	2.85	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	40.1%	41.1%	48.8%	40.5%	35.1%	39.1%	43.9%	39.2%	59.2%	35.4%	35.1%	45.1%	43.2%	43.8%	19.9%	47.5%
Strongly	17.8%	19.7%	21.6%	22.1%	12.9%	16.5%	22.5%	17.1%	40.2%	13.6%	13.4%	22.3%	19.3%	19.6%	7.4%	31.4%
Somewhat	22.3%	21.4%	27.1%	18.4%	22.1%	22.6%	21.4%	22.1%	18.9%	21.8%	21.8%	22.8%	23.9%	24.3%	12.5%	16.2%
OPPOSE	44.3%	45.4%	38.5%	42.1%	47.8%	46.3%	36.8%	40.6%	24.3%	47.8%	47.8%	46.9%	42.2%	41.3%	75.7%	37.5%
Somewhat	17.5%	20.5%	14.4%	12.6%	20.1%	19.0%	11.9%	9.4%	19.9%	18.5%	18.3%	26.6%	16.4%	15.5%	48.2%	18.0%
Strongly	26.9%	24.9%	24.2%	29.6%	27.7%	27.4%	24.9%	31.2%	4.4%	29.3%	29.6%	20.4%	25.8%	25.8%	27.6%	19.5%
DK/REFUSED	15.6%	13.5%	12.7%	17.3%	17.1%	14.6%	19.3%	20.2%	16.5%	16.8%	17.0%	8.0%	14.6%	14.9%	4.3%	15.0%
Net Diff.	-4.3%	-4.4%	10.2%	-1.6%	-12.7%	-7.3%	7.1%	-1.4%	34.9%	-12.4%	-12.7%	-1.9%	1.0%	2.6%	-55.8%	10.0%
Mean	2.37	2.41	2.53	2.40	2.25	2.33	2.51	2.31	3.14	2.24	2.23	2.51	2.43	2.44	2.00	2.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	40.1%	38.8%	56.3%	38.4%	39.1%	50.3%	38.7%	29.6%	41.8%	59.9%	55.1%	45.5%	42.0%
Strongly	17.8%	15.7%	30.1%	13.5%	18.5%	27.7%	13.0%	14.0%	16.7%	41.0%	53.6%	22.6%	17.9%
Somewhat	22.3%	23.2%	26.2%	24.9%	20.6%	22.6%	25.7%	15.6%	25.0%	18.9%	1.5%	22.9%	24.0%
OPPOSE	44.3%	47.3%	41.6%	44.5%	43.9%	43.0%	47.4%	53.3%	39.7%	37.5%	44.9%	43.8%	43.2%
Somewhat	17.5%	32.7%	6.5%	20.3%	14.1%	8.6%	30.4%	25.7%	14.4%	10.0%	-	20.1%	18.4%
Strongly	26.9%	14.6%	35.1%	24.2%	29.8%	34.3%	17.0%	27.6%	25.4%	27.4%	44.9%	23.8%	24.8%
DK/REFUSED	15.6%	13.9%	2.2%	17.1%	17.0%	6.7%	13.9%	17.1%	18.5%	2.7%	-	10.7%	14.8%
Net Diff.	-4.3%	-8.5%	14.7%	-6.1%	-4.8%	7.4%	-8.7%	-23.7%	2.0%	22.4%	10.3%	1.7%	-1.2%
Mean	2.37	2.46	2.52	2.33	2.34	2.47	2.40	2.19	2.41	2.75	2.64	2.50	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	40.1%	42.1%	45.6%	41.1%	31.8%	45.6%	40.5%	10.7%	37.4%	37.7%	22.6%	43.1%	43.1%	42.1%	37.9%
Strongly	17.8%	18.9%	24.3%	20.5%	12.4%	6.8%	9.6%	1.8%	14.0%	14.0%	14.2%	19.8%	19.6%	29.6%	29.4%
Somewhat	22.3%	23.2%	21.3%	20.7%	19.4%	38.9%	30.9%	8.9%	23.4%	23.8%	8.5%	23.3%	23.4%	12.5%	8.5%
OPPOSE	44.3%	47.3%	36.9%	46.5%	47.2%	45.0%	25.0%	39.9%	46.5%	45.8%	77.4%	43.0%	43.1%	37.3%	39.0%
Somewhat	17.5%	20.0%	17.7%	18.1%	12.9%	17.2%	12.0%	6.0%	18.4%	18.1%	29.0%	16.9%	16.9%	18.9%	15.5%
Strongly	26.9%	27.2%	19.2%	28.4%	34.4%	27.8%	13.1%	33.8%	28.1%	27.7%	48.4%	26.1%	26.2%	18.4%	23.5%
DK/REFUSED	15.6%	10.6%	17.5%	12.3%	21.0%	9.3%	34.5%	49.4%	16.1%	16.5%	-	14.0%	13.9%	20.6%	23.1%
Net Diff.	-4.3%	-5.2%	8.6%	-5.4%	-15.5%	0.6%	15.4%	-29.1%	-9.1%	-8.0%	-54.7%	0.1%	4.8%	4.8%	-1.1%
Mean	2.37	2.38	2.61	2.38	2.12	2.27	2.57	1.58	2.28	2.29	1.88	2.43	2.42	2.67	2.57

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
SUPPORT	40.1%	37.1%	36.7%	46.3%	42.1%	42.6%	30.4%	43.4%	36.2%	45.3%	
Strongly	17.8%	14.6%	14.6%	14.6%	19.6%	20.2%	4.0%	22.5%	14.2%	33.6%	
Somewhat	22.3%	22.4%	22.1%	31.8%	22.5%	22.3%	26.4%	20.9%	22.0%	11.7%	
OPPOSE	44.3%	45.7%	45.4%	53.7%	44.7%	43.7%	69.6%	35.8%	48.3%	29.9%	
Somewhat	17.5%	17.8%	18.5%	0.7%	18.0%	16.7%	48.7%	13.0%	36.3%	20.2%	
Strongly	26.9%	27.9%	27.0%	52.9%	26.7%	26.9%	21.0%	22.8%	12.0%	9.7%	
DK/REFUSED	15.6%	17.2%	17.8%	-	13.2%	13.8%	-	20.8%	15.5%	24.9%	
Net Diff.	-4.3%	-8.7%	-8.7%	-7.3%	-2.7%	-1.1%	-39.3%	7.7%	-12.1%	15.4%	
Mean	2.37	2.29	2.30	2.08	2.40	2.42	2.13	2.55	2.46	2.92	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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		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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
SUPPORT	40.1%	49.3%	22.1%	100.0%	-	42.7%	39.4%	41.6%	39.2%	42.7%	34.2%	38.6%	28.2%	41.4%	28.2%	39.5%	44.6%	31.8%	29.5%	27.2%	91.8%	
Strongly	17.8%	22.0%	8.9%	44.3%	-	20.5%	15.0%	18.9%	15.9%	21.5%	11.4%	10.5%	17.8%	18.1%	17.8%	19.2%	19.0%	14.3%	11.6%	14.2%	73.1%	
Somewhat	22.3%	27.3%	13.2%	55.7%	-	22.2%	24.5%	22.8%	23.4%	21.2%	22.8%	28.1%	10.4%	23.3%	10.4%	20.3%	25.6%	17.5%	17.9%	13.0%	18.6%	
OPPOSE	44.3%	38.9%	64.7%	-	100.0%	45.5%	45.8%	44.0%	49.9%	45.0%	48.0%	41.2%	61.1%	43.8%	61.1%	39.6%	40.4%	55.4%	56.4%	69.4%	2.9%	
Somewhat	17.5%	17.5%	19.1%	-	39.4%	21.9%	12.6%	18.4%	14.6%	20.2%	15.6%	12.1%	18.5%	17.7%	18.5%	15.5%	15.0%	23.6%	22.9%	41.8%	-	
Strongly	26.9%	21.4%	45.6%	-	60.6%	23.7%	33.2%	25.6%	35.3%	24.8%	32.4%	29.1%	42.7%	26.1%	42.7%	24.1%	25.3%	31.7%	33.5%	27.6%	2.9%	
DK/REFUSED	15.6%	11.9%	13.1%	-	-	11.8%	14.8%	14.4%	10.9%	12.3%	17.7%	20.2%	10.7%	14.8%	10.7%	20.9%	15.0%	12.8%	14.1%	3.4%	5.3%	
Net Diff.	-4.3%	10.4%	-42.6%	100.0%	-100%	-2.9%	-6.4%	-2.4%	-10.6%	-2.3%	-13.8%	-2.6%	-33.0%	-2.4%	-33.0%	-0.1%	4.3%	-23.5%	-26.8%	-42.2%	88.9%	
Mean	2.37	2.57	1.83	3.44	1.39	2.45	2.25	2.41	2.22	2.45	2.16	2.25	2.04	2.39	2.04	2.44	2.45	2.16	2.09	2.14	3.71	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	40.1%	50.5%	53.8%	37.7%	30.3%	38.4%	26.0%	39.4%	39.6%	31.1%	39.5%	47.1%	34.1%	49.2%	47.2%	33.0%
Strongly	17.8%	29.1%	24.5%	17.8%	10.9%	15.3%	10.8%	18.0%	12.4%	10.7%	25.1%	22.1%	27.9%	31.2%	22.1%	29.4%
Somewhat	22.3%	21.4%	29.4%	19.9%	19.4%	23.1%	15.2%	21.4%	27.1%	20.4%	14.4%	25.0%	6.3%	18.0%	25.1%	3.6%
OPPOSE	44.3%	34.7%	35.4%	51.3%	43.7%	43.7%	59.4%	39.5%	39.8%	56.7%	40.8%	40.6%	50.5%	50.8%	40.2%	50.9%
Somewhat	17.5%	9.8%	12.2%	17.4%	20.2%	16.9%	29.9%	15.8%	13.2%	25.8%	13.9%	15.7%	15.9%	17.4%	15.2%	17.8%
Strongly	26.9%	24.9%	23.1%	33.9%	23.5%	26.9%	29.5%	23.7%	26.6%	30.9%	26.9%	24.9%	34.6%	33.5%	25.1%	33.1%
DK/REFUSED	15.6%	14.8%	10.8%	11.0%	26.0%	17.9%	14.6%	21.0%	20.7%	12.1%	19.7%	12.4%	15.4%	-	12.6%	16.2%
Net Diff.	-4.3%	15.8%	18.5%	-13.7%	-13.4%	-5.3%	-33.5%	-0.1%	-0.2%	-25.6%	-1.3%	6.5%	-16.3%	-1.6%	6.9%	-17.9%
Mean	2.37	2.64	2.62	2.24	2.24	2.33	2.08	2.43	2.32	2.12	2.47	2.51	2.32	2.47	2.51	2.35

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
SUPPORT	40.1%	29.2%	53.1%	51.3%	55.1%	48.0%	38.7%	35.1%	53.5%	20.1%	56.4%	57.2%	48.0%	41.6%	48.0%	33.1%	28.7%	40.6%	34.0%	34.3%
Strongly	17.8%	11.0%	28.5%	28.0%	40.1%	17.3%	20.6%	10.2%	17.1%	4.7%	9.8%	36.1%	30.8%	11.9%	23.4%	14.5%	8.6%	18.9%	20.2%	7.5%
Somewhat	22.3%	18.3%	24.6%	23.3%	15.0%	30.7%	18.0%	24.8%	36.4%	15.4%	46.6%	21.1%	17.2%	29.7%	24.6%	18.6%	20.0%	21.7%	13.9%	26.8%
OPPOSE	44.3%	49.4%	23.2%	31.9%	30.1%	33.5%	50.9%	48.9%	29.2%	64.9%	26.7%	22.9%	41.5%	51.2%	37.1%	56.6%	46.7%	34.9%	50.7%	50.8%
Somewhat	17.5%	19.2%	6.3%	12.5%	12.7%	12.3%	20.9%	18.6%	20.1%	17.3%	6.9%	5.0%	13.4%	16.0%	16.9%	25.5%	21.0%	19.6%	19.4%	20.6%
Strongly	26.9%	30.2%	16.8%	19.4%	17.4%	21.1%	30.0%	30.4%	9.1%	47.7%	19.8%	17.9%	28.1%	35.2%	20.2%	31.1%	25.6%	15.3%	31.3%	30.1%
DK/REFUSED	15.6%	21.4%	23.7%	16.8%	14.7%	18.6%	10.4%	16.0%	17.3%	15.0%	16.9%	19.9%	10.5%	7.2%	14.9%	10.3%	24.7%	24.5%	15.3%	15.0%
Net Diff.	-4.3%	-20.1%	29.9%	19.4%	25.0%	14.5%	-12.2%	-13.9%	24.3%	-44.9%	29.8%	34.3%	6.5%	-9.7%	10.8%	-23.5%	-18.0%	5.7%	-16.7%	-16.5%
Mean	2.37	2.13	2.85	2.72	2.91	2.54	2.33	2.18	2.74	1.73	2.56	2.94	2.57	2.20	2.60	2.18	2.15	2.59	2.27	2.14

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	40.1%	58.3%	44.0%	36.4%	59.2%	43.3%	38.5%	35.5%	44.1%	57.7%	38.4%	39.9%	37.3%	48.6%	47.2%	53.7%	30.2%	44.2%	29.9%	46.3%
Strongly	17.8%	33.8%	21.2%	16.2%	35.0%	19.9%	17.8%	15.3%	20.3%	6.2%	21.2%	16.2%	16.9%	20.7%	18.8%	30.6%	15.5%	12.0%	12.0%	14.7%
Somewhat	22.3%	24.5%	22.8%	20.2%	24.1%	23.4%	20.8%	20.3%	23.8%	51.5%	17.1%	23.7%	20.4%	27.9%	28.4%	23.1%	14.7%	32.1%	17.9%	31.6%
OPPOSE	44.3%	29.4%	51.0%	45.2%	28.1%	51.6%	47.3%	47.8%	41.4%	16.5%	42.5%	44.8%	49.0%	36.6%	42.3%	37.0%	53.8%	36.3%	56.1%	34.3%
Somewhat	17.5%	7.7%	22.6%	14.0%	5.5%	23.3%	15.4%	18.5%	16.8%	1.9%	26.6%	14.9%	16.8%	16.0%	11.0%	13.0%	21.0%	18.7%	19.9%	16.7%
Strongly	26.9%	21.7%	28.4%	31.2%	22.6%	28.4%	31.9%	29.4%	24.7%	14.6%	15.9%	29.9%	32.2%	20.6%	31.3%	24.0%	32.8%	17.6%	36.1%	17.6%
DK/REFUSED	15.6%	12.3%	5.0%	18.4%	12.8%	5.1%	14.2%	16.6%	14.5%	25.8%	19.1%	15.3%	13.7%	14.8%	10.5%	9.3%	16.0%	19.5%	14.0%	19.5%
Net Diff.	-4.3%	28.9%	-7.0%	-8.8%	31.1%	-8.3%	-8.8%	-12.3%	2.7%	41.2%	-4.1%	-4.9%	-11.6%	12.0%	4.9%	16.7%	-23.6%	7.9%	-26.1%	12.0%
Mean	2.37	2.80	2.39	2.26	2.82	2.37	2.28	2.26	2.46	2.66	2.54	2.31	2.26	2.57	2.39	2.66	2.15	2.48	2.07	2.54



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	40.1%	44.6%	53.2%	45.4%	55.6%	46.4%	34.6%	52.9%	45.9%	39.5%	29.1%	39.7%	30.1%	56.3%	37.9%	58.6%	38.3%	40.4%	38.8%	46.4%	47.8%	
Strongly	17.8%	21.6%	31.9%	21.6%	35.3%	20.5%	15.0%	26.9%	19.3%	13.8%	12.9%	14.3%	9.7%	29.6%	18.8%	31.3%	19.1%	18.4%	15.5%	25.4%	15.9%	
Somewhat	22.3%	23.0%	21.3%	23.7%	20.3%	25.9%	19.6%	26.1%	26.6%	25.7%	16.2%	25.4%	20.4%	26.7%	19.1%	27.3%	19.3%	22.0%	23.2%	21.0%	31.8%	
OPPOSE	44.3%	42.0%	41.0%	43.2%	38.5%	37.7%	50.4%	33.3%	46.9%	42.3%	52.2%	43.4%	51.9%	29.3%	49.5%	29.7%	48.8%	44.6%	45.9%	44.7%	36.1%	
Somewhat	17.5%	13.7%	15.1%	14.1%	13.7%	13.4%	19.2%	6.2%	18.7%	21.0%	19.4%	17.5%	19.9%	7.5%	18.7%	8.2%	17.5%	19.0%	16.0%	16.0%	9.6%	
Strongly	26.9%	28.3%	25.9%	29.1%	24.8%	24.3%	31.3%	27.1%	28.2%	21.3%	32.8%	25.9%	32.0%	21.8%	30.8%	21.6%	31.3%	25.6%	29.9%	28.7%	26.4%	
DK/REFUSED	15.6%	13.4%	5.8%	11.4%	5.9%	15.9%	15.0%	13.7%	7.2%	18.2%	18.7%	16.9%	18.0%	14.4%	12.7%	11.7%	12.9%	15.0%	15.4%	8.9%	16.2%	
Net Diff.	-4.3%	2.6%	12.2%	2.1%	17.1%	8.7%	-15.8%	19.6%	-0.9%	-2.8%	-23.0%	-3.8%	-21.9%	27.0%	-11.6%	28.8%	-10.4%	-4.2%	-7.1%	1.7%	11.7%	
Mean	2.37	2.44	2.63	2.43	2.70	2.51	2.22	2.61	2.40	2.39	2.11	2.34	2.09	2.75	2.30	2.77	2.30	2.39	2.29	2.47	2.44	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	40.1%	35.2%	33.0%	35.1%	37.6%	46.3%	40.8%	47.1%	41.2%	34.5%	44.8%	41.7%	51.0%	27.7%	41.0%	31.0%	39.0%	42.5%	49.1%	43.2%	50.0%
Strongly	17.8%	12.4%	15.3%	11.8%	13.6%	25.7%	18.7%	25.9%	19.7%	13.5%	18.9%	17.8%	21.8%	9.6%	17.1%	10.0%	11.1%	21.6%	24.7%	21.3%	25.7%
Somewhat	22.3%	22.9%	17.7%	23.3%	24.0%	20.6%	22.1%	21.2%	21.6%	20.9%	25.9%	23.9%	29.2%	18.1%	23.8%	21.0%	27.9%	20.9%	24.4%	21.9%	24.3%
OPPOSE	44.3%	44.6%	52.2%	48.1%	46.2%	40.8%	45.2%	41.9%	44.0%	49.6%	41.5%	48.3%	36.6%	50.7%	44.5%	52.2%	42.3%	43.4%	41.2%	46.4%	40.0%
Somewhat	17.5%	21.5%	20.0%	22.1%	15.9%	15.6%	15.6%	16.1%	14.7%	19.4%	15.3%	16.8%	9.9%	21.7%	18.6%	20.3%	17.4%	16.7%	13.8%	17.9%	13.1%
Strongly	26.9%	23.0%	32.1%	26.0%	30.4%	25.1%	29.5%	25.8%	29.3%	30.2%	26.3%	31.5%	26.7%	29.0%	26.0%	31.9%	24.9%	26.7%	27.4%	28.5%	26.9%
DK/REFUSED	15.6%	20.2%	14.8%	16.8%	16.2%	12.9%	14.0%	10.9%	14.8%	16.0%	13.7%	9.9%	12.4%	21.6%	14.5%	16.8%	18.8%	14.2%	9.7%	10.4%	10.1%
Net Diff.	-4.3%	-9.3%	-19.2%	-13.1%	-8.7%	5.6%	-4.4%	5.2%	-2.7%	-15.1%	3.3%	-6.6%	14.4%	-23.1%	-3.6%	-21.2%	-3.3%	-0.9%	7.9%	-3.2%	10.0%
Mean	2.37	2.31	2.19	2.25	2.25	2.54	2.35	2.53	2.37	2.21	2.43	2.31	2.53	2.10	2.38	2.11	2.31	2.44	2.51	2.40	2.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68	
SUPPORT	40.1%	33.2%	18.2%	32.4%	40.0%	51.6%	54.4%	54.5%	49.1%	43.1%	63.5%	23.2%	44.2%	31.4%	45.4%	37.2%	56.7%	38.2%	57.6%	
Strongly	17.8%	15.9%	12.1%	11.8%	18.8%	23.3%	18.5%	4.6%	30.2%	20.7%	32.2%	11.0%	17.8%	14.9%	14.2%	17.9%	30.7%	17.8%	31.8%	
Somewhat	22.3%	17.4%	6.1%	20.6%	21.2%	28.3%	35.9%	49.8%	18.9%	22.4%	31.3%	12.2%	26.4%	16.5%	31.2%	19.3%	26.0%	20.4%	25.9%	
OPPOSE	44.3%	49.3%	59.5%	45.9%	45.9%	37.4%	34.2%	31.0%	40.8%	44.9%	28.6%	53.7%	42.8%	49.6%	39.0%	48.4%	36.0%	51.3%	34.7%	
Somewhat	17.5%	18.7%	16.8%	10.0%	22.3%	11.6%	12.0%	-	13.3%	12.7%	4.7%	24.9%	15.8%	18.7%	13.6%	18.8%	9.6%	19.9%	8.8%	
Strongly	26.9%	30.6%	42.7%	35.9%	23.6%	25.8%	22.1%	31.0%	27.5%	32.2%	23.9%	28.9%	27.0%	30.9%	25.4%	29.6%	26.3%	31.4%	25.9%	
DK/REFUSED	15.6%	17.5%	22.3%	21.6%	14.1%	11.0%	11.5%	14.5%	10.1%	12.0%	7.9%	23.1%	13.0%	18.9%	15.6%	14.4%	7.3%	10.5%	7.7%	
Net Diff.	-4.3%	-16.0%	-41.3%	-13.5%	-5.9%	14.2%	20.2%	23.5%	8.3%	-1.8%	34.9%	-30.5%	1.4%	-18.2%	6.3%	-11.3%	20.7%	-13.1%	22.9%	
Mean	2.37	2.22	1.84	2.11	2.41	2.55	2.57	2.33	2.58	2.36	2.78	2.07	2.40	2.19	2.40	2.30	2.66	2.28	2.69	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
SUPPORT	40.1%	36.2%	44.8%	45.6%	10.4%	90.0%	52.2%	45.2%	51.1%	53.2%	-	-	-	29.7%	39.4%	38.9%	26.5%	100.0%	57.4%
Strongly	17.8%	13.5%	23.0%	23.5%	-	90.0%	22.7%	19.4%	27.7%	28.8%	-	-	-	9.2%	19.0%	18.9%	-	100.0%	24.9%
Somewhat	22.3%	22.8%	21.8%	22.1%	10.4%	-	29.5%	25.9%	23.5%	24.4%	-	-	-	20.5%	20.4%	20.0%	26.5%	-	32.5%
OPPOSE	44.3%	46.3%	41.8%	42.2%	34.6%	10.0%	38.8%	42.3%	38.2%	37.6%	56.7%	100.0%	-	49.2%	45.0%	46.2%	-	-	42.6%
Somewhat	17.5%	18.9%	15.6%	15.6%	25.6%	-	-	10.7%	16.5%	15.6%	42.0%	-	-	24.9%	14.8%	15.6%	-	-	-
Strongly	26.9%	27.4%	26.2%	26.6%	9.0%	10.0%	38.8%	31.6%	21.6%	21.9%	14.8%	100.0%	-	24.4%	30.2%	30.6%	-	-	42.6%
DK/REFUSED	15.6%	17.4%	13.3%	12.2%	55.1%	-	9.0%	12.5%	10.7%	9.2%	43.3%	-	100.0%	21.1%	15.6%	14.9%	73.5%	-	-
Net Diff.	-4.3%	-10.1%	3.0%	3.4%	-24.2%	79.9%	13.5%	2.9%	13.0%	15.7%	-56.7%	-100%	-	-19.5%	-5.7%	-7.3%	26.5%	100.0%	14.8%
Mean	2.37	2.27	2.48	2.48	2.03	3.70	2.40	2.38	2.64	2.66	1.74	1.00	-	2.18	2.33	2.32	3.00	4.00	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	40.1%	51.2%	44.9%	48.7%	35.0%	33.7%	47.3%	38.5%	48.1%	34.2%	43.1%	33.7%	57.3%	45.9%	56.2%	41.7%	48.7%	46.7%
Strongly	17.8%	29.5%	22.3%	19.7%	15.4%	14.1%	25.1%	16.1%	22.0%	14.7%	19.5%	14.1%	37.9%	19.9%	28.0%	19.6%	25.1%	19.2%
Somewhat	22.3%	21.7%	22.6%	29.0%	19.6%	19.5%	22.2%	22.3%	26.2%	19.6%	23.7%	19.5%	19.4%	26.0%	28.1%	22.0%	23.6%	27.5%
OPPOSE	44.3%	29.1%	27.4%	41.7%	50.8%	50.2%	28.0%	47.9%	35.9%	50.5%	41.6%	50.2%	24.9%	43.9%	31.9%	47.0%	38.3%	44.9%
Somewhat	17.5%	14.4%	13.1%	21.4%	21.7%	13.3%	13.6%	18.3%	18.1%	17.0%	19.5%	13.3%	6.5%	15.0%	9.7%	16.3%	14.9%	9.7%
Strongly	26.9%	14.7%	14.2%	20.3%	29.2%	36.9%	14.4%	29.6%	17.8%	33.4%	22.1%	36.9%	18.4%	29.0%	22.2%	30.7%	23.4%	35.2%
DK/REFUSED	15.6%	19.8%	27.7%	9.6%	14.2%	16.1%	24.6%	13.6%	16.0%	15.3%	15.3%	16.1%	17.8%	10.1%	12.0%	11.3%	12.9%	8.4%
Net Diff.	-4.3%	22.1%	17.5%	7.0%	-15.9%	-16.5%	19.3%	-9.4%	12.2%	-16.3%	1.5%	-16.5%	32.3%	2.0%	24.3%	-5.4%	10.4%	1.8%
Mean	2.37	2.82	2.73	2.53	2.25	2.13	2.77	2.29	2.62	2.18	2.48	2.13	2.93	2.41	2.70	2.34	2.58	2.34

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
SUPPORT	40.1%	38.4%	32.9%	41.1%	28.9%	38.4%	24.7%	48.1%	33.8%	33.6%	41.4%	45.0%	37.9%	45.1%	64.5%	44.0%	31.2%	
Strongly	17.8%	13.5%	13.3%	16.7%	11.1%	14.7%	10.6%	23.4%	13.3%	14.2%	19.5%	19.3%	16.7%	17.8%	45.6%	21.7%	9.9%	
Somewhat	22.3%	24.8%	19.6%	24.4%	17.8%	23.7%	14.1%	24.7%	20.4%	19.4%	21.8%	25.7%	21.2%	27.3%	18.9%	22.3%	21.3%	
OPPOSE	44.3%	30.8%	50.9%	39.4%	53.0%	44.3%	53.9%	40.2%	47.6%	51.1%	44.8%	37.1%	36.2%	36.2%	28.0%	38.9%	54.3%	
Somewhat	17.5%	20.0%	20.9%	25.4%	17.6%	23.2%	15.8%	13.3%	20.7%	15.3%	19.7%	17.2%	34.0%	13.7%	11.8%	16.6%	18.6%	
Strongly	26.9%	10.8%	30.1%	14.0%	35.4%	21.1%	38.0%	26.9%	26.8%	35.8%	25.1%	19.9%	2.2%	22.6%	16.2%	22.3%	35.7%	
DK/REFUSED	15.6%	30.8%	16.2%	19.5%	18.1%	17.3%	21.4%	11.7%	18.7%	15.3%	13.8%	17.8%	25.9%	18.6%	7.4%	17.0%	14.5%	
Net Diff.	-4.3%	7.5%	-18.1%	1.7%	-24.2%	-5.9%	-29.1%	7.9%	-13.8%	-17.5%	-3.4%	7.9%	1.7%	8.9%	36.5%	5.1%	-23.1%	
Mean	2.37	2.59	2.19	2.54	2.06	2.39	1.97	2.50	2.25	2.14	2.42	2.54	2.71	2.50	3.01	2.52	2.06	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
SUPPORT	40.1%	47.9%	39.8%	23.4%	41.5%	36.6%	41.8%	20.6%	15.9%	38.0%	16.4%	36.7%	27.9%	40.2%	
Strongly	17.8%	27.8%	17.7%	4.8%	14.1%	11.6%	28.0%	4.6%	5.2%	2.4%	-	11.1%	-	15.4%	
Somewhat	22.3%	20.1%	22.2%	18.6%	27.4%	25.0%	13.8%	16.0%	10.7%	35.6%	16.4%	25.7%	27.9%	24.8%	
OPPOSE	44.3%	35.8%	40.9%	60.3%	52.5%	45.1%	49.7%	61.6%	61.4%	62.0%	6.3%	57.6%	72.1%	51.8%	
Somewhat	17.5%	20.1%	12.1%	32.1%	13.9%	10.2%	29.0%	23.7%	25.8%	15.9%	-	17.6%	32.8%	11.7%	
Strongly	26.9%	15.7%	28.8%	28.1%	38.6%	34.9%	20.7%	37.9%	35.7%	46.1%	6.3%	40.0%	39.4%	40.2%	
DK/REFUSED	15.6%	16.3%	19.3%	16.3%	6.0%	18.2%	8.5%	17.9%	22.7%	-	77.4%	5.7%	-	8.0%	
Net Diff.	-4.3%	12.1%	-1.1%	-36.9%	-11.0%	-8.5%	-7.9%	-41.0%	-45.6%	-24.1%	10.1%	-20.9%	-44.3%	-11.6%	
Mean	2.37	2.72	2.36	2.00	2.18	2.16	2.54	1.84	1.81	1.94	2.45	2.08	1.88	2.17	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	53.3%	58.5%	60.2%	48.7%	49.9%	53.8%	51.2%	50.6%	53.3%	62.1%	61.9%	67.2%	43.5%	43.4%	47.1%	60.5%
Strongly	38.2%	43.3%	38.2%	31.0%	39.7%	38.1%	38.9%	38.3%	41.0%	46.3%	46.3%	47.3%	32.0%	31.9%	36.7%	29.5%
Somewhat	15.1%	15.2%	22.0%	17.7%	10.2%	15.8%	12.3%	12.3%	12.3%	15.7%	15.6%	19.9%	11.5%	11.5%	10.4%	31.0%
OPPOSE	39.6%	31.4%	33.7%	41.3%	45.1%	39.2%	41.3%	43.8%	33.1%	32.1%	32.1%	32.8%	48.3%	48.2%	52.9%	31.8%
Somewhat	15.2%	15.3%	11.1%	20.0%	14.9%	15.0%	16.0%	18.5%	8.0%	14.4%	14.3%	18.2%	15.7%	15.5%	25.3%	16.4%
Strongly	24.4%	16.1%	22.6%	21.3%	30.3%	24.2%	25.2%	25.3%	25.2%	17.7%	17.8%	14.6%	32.6%	32.7%	27.6%	15.3%
DK/REFUSED	7.1%	10.1%	6.1%	9.9%	5.0%	7.0%	7.5%	5.6%	13.6%	5.8%	6.0%	-	8.2%	8.4%	-	7.7%
Net Diff.	13.7%	27.1%	26.5%	7.4%	4.8%	14.7%	10.0%	6.8%	20.1%	29.9%	29.8%	34.4%	-4.9%	-4.8%	-5.8%	28.8%
Mean	2.72	2.95	2.81	2.65	2.62	2.73	2.70	2.67	2.80	2.96	2.96	3.00	2.47	2.46	2.56	2.81



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	53.3%	71.8%	61.2%	55.2%	47.3%	47.0%	73.1%	52.3%	52.8%	62.5%	54.8%	63.0%	60.2%
Strongly	38.2%	59.0%	37.6%	39.7%	32.9%	37.4%	61.4%	36.7%	35.3%	54.9%	53.6%	54.0%	46.2%
Somewhat	15.1%	12.8%	23.6%	15.4%	14.4%	9.6%	11.7%	15.5%	17.4%	7.7%	1.2%	9.0%	13.9%
OPPOSE	39.6%	20.1%	33.7%	38.3%	45.4%	51.6%	22.0%	41.5%	37.2%	37.5%	0.4%	34.1%	34.9%
Somewhat	15.2%	7.1%	14.5%	13.2%	18.0%	17.4%	9.3%	21.2%	12.3%	10.0%	-	15.6%	13.3%
Strongly	24.4%	13.1%	19.2%	25.1%	27.4%	34.2%	12.7%	20.3%	24.9%	27.4%	0.4%	18.6%	21.6%
DK/REFUSED	7.1%	8.1%	5.1%	6.6%	7.3%	1.4%	4.9%	6.2%	10.0%	-	44.9%	2.9%	4.9%
Net Diff.	13.7%	51.7%	27.5%	16.9%	1.9%	-4.6%	51.1%	10.8%	15.6%	25.1%	54.4%	28.9%	25.3%
Mean	2.72	3.28	2.84	2.75	2.57	2.51	3.28	2.73	2.70	2.90	3.96	3.01	2.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	53.3%	60.2%	47.4%	52.7%	49.8%	54.5%	43.8%	25.7%	61.7%	62.5%	29.0%	45.0%	44.5%	79.4%	52.0%
Strongly	38.2%	44.3%	37.5%	33.7%	43.2%	22.3%	28.9%	12.7%	45.6%	46.7%	-	33.6%	33.8%	22.8%	19.6%
Somewhat	15.1%	15.9%	9.9%	19.0%	6.6%	32.3%	14.9%	13.0%	16.1%	15.8%	29.0%	11.4%	10.6%	56.6%	32.5%
OPPOSE	39.6%	33.7%	42.8%	43.2%	45.0%	43.9%	39.1%	50.9%	32.4%	31.7%	64.0%	46.7%	47.4%	-	40.7%
Somewhat	15.2%	13.3%	15.9%	20.5%	2.6%	22.1%	21.9%	28.0%	15.0%	14.1%	55.1%	15.8%	16.0%	-	12.4%
Strongly	24.4%	20.3%	26.9%	22.8%	42.4%	21.8%	17.2%	22.9%	17.4%	17.6%	8.9%	30.9%	31.4%	-	28.2%
DK/REFUSED	7.1%	6.2%	9.9%	4.1%	5.2%	1.5%	17.1%	23.4%	5.8%	5.8%	7.0%	8.3%	8.1%	20.6%	7.3%
Net Diff.	13.7%	26.5%	4.6%	9.5%	4.8%	10.6%	4.8%	-25.2%	29.3%	30.8%	-35.1%	-1.7%	-3.0%	79.4%	11.4%
Mean	2.72	2.90	2.64	2.66	2.53	2.56	2.67	2.20	2.96	2.97	2.22	2.52	2.51	3.29	2.47

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIDED	HANIG	BOTH
		HANIG			JORDAN			UNDE-	HANIG	BAL-	
							CIDED			LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
SUPPORT	53.3%	63.5%	65.1%	20.3%	47.8%	47.4%	56.6%	35.2%	75.4%	47.7%	
Strongly	38.2%	47.4%	48.5%	19.6%	33.8%	34.2%	26.4%	19.0%	60.4%	20.1%	
Somewhat	15.1%	16.1%	16.7%	0.7%	13.9%	13.2%	30.2%	16.2%	15.0%	27.6%	
OPPOSE	39.6%	29.4%	27.5%	79.7%	45.2%	45.4%	40.3%	57.3%	15.9%	49.1%	
Somewhat	15.2%	10.6%	9.9%	28.6%	15.1%	15.0%	18.5%	36.7%	6.4%	17.1%	
Strongly	24.4%	18.8%	17.6%	51.1%	30.1%	30.5%	21.9%	20.6%	9.5%	32.0%	
DK/REFUSED	7.1%	7.1%	7.4%	-	7.0%	7.2%	3.1%	7.5%	8.7%	3.2%	
Net Diff.	13.7%	34.0%	37.6%	-59.4%	2.5%	2.0%	16.3%	-22.2%	59.5%	-1.4%	
Mean	2.72	2.99	3.04	1.89	2.55	2.55	2.63	2.36	3.38	2.37	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
SUPPORT	53.3%	58.0%	41.4%	56.8%	54.8%	100.0%	-	58.3%	30.1%	50.2%	59.1%	59.9%	62.7%	53.2%	62.7%	69.8%	44.2%	58.4%	57.8%	80.4%	22.8%
Strongly	38.2%	42.4%	26.1%	44.0%	37.2%	71.8%	-	42.3%	24.9%	34.1%	45.4%	45.4%	50.8%	37.7%	50.8%	43.7%	33.8%	42.7%	42.5%	55.7%	17.8%
Somewhat	15.1%	15.5%	15.4%	12.8%	17.6%	28.2%	-	16.0%	5.2%	16.0%	13.7%	14.4%	11.9%	15.5%	11.9%	26.2%	10.4%	15.7%	15.3%	24.7%	5.0%
OPPOSE	39.6%	37.0%	53.9%	39.0%	41.0%	-	100.0%	36.1%	65.5%	43.2%	38.0%	33.1%	34.7%	40.0%	34.7%	21.1%	48.2%	36.9%	37.3%	16.2%	74.5%
Somewhat	15.2%	13.5%	20.7%	17.9%	10.8%	-	38.3%	16.1%	12.8%	15.6%	15.7%	14.2%	13.4%	15.2%	13.4%	5.3%	18.7%	15.8%	17.0%	11.4%	-
Strongly	24.4%	23.5%	33.2%	21.1%	30.2%	-	61.7%	20.0%	52.7%	27.6%	22.3%	18.9%	21.3%	24.9%	21.3%	15.8%	29.6%	21.1%	20.3%	4.9%	74.5%
DK/REFUSED	7.1%	5.0%	4.7%	4.2%	4.3%	-	-	5.6%	4.3%	6.7%	2.9%	7.1%	2.6%	6.8%	2.6%	9.1%	7.6%	4.7%	4.9%	3.4%	2.7%
Net Diff.	13.7%	21.0%	-12.5%	17.8%	13.8%	100.0%	-100%	22.2%	-35.4%	7.0%	21.1%	26.8%	28.0%	13.2%	28.0%	48.7%	-4.1%	21.5%	20.6%	64.2%	-51.8%
Mean	2.72	2.81	2.36	2.83	2.65	3.72	1.38	2.85	2.02	2.61	2.85	2.93	2.95	2.71	2.95	3.07	2.52	2.84	2.84	3.36	1.65

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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		
		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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	53.3%	76.6%	44.6%	67.3%	64.1%	43.9%	49.5%	64.4%	40.2%	61.6%	97.2%	46.1%	46.4%	96.5%	45.1%	40.0%
Strongly	38.2%	45.6%	36.1%	54.4%	42.1%	32.2%	31.0%	39.7%	26.4%	47.0%	63.4%	37.3%	27.2%	54.4%	36.5%	21.3%
Somewhat	15.1%	31.0%	8.5%	13.0%	22.0%	11.7%	18.5%	24.7%	13.8%	14.6%	33.8%	8.8%	19.2%	42.1%	8.7%	18.6%
OPPOSE	39.6%	14.6%	50.8%	31.2%	26.6%	46.5%	42.7%	24.8%	56.2%	33.2%	2.8%	44.4%	51.3%	3.5%	45.1%	57.4%
Somewhat	15.2%	1.5%	18.5%	8.2%	8.6%	18.8%	23.5%	5.9%	27.1%	12.9%	2.8%	14.4%	27.9%	3.5%	14.7%	31.2%
Strongly	24.4%	13.1%	32.3%	23.0%	18.0%	27.8%	19.2%	19.0%	29.0%	20.4%	-	30.0%	23.4%	-	30.5%	26.2%
DK/REFUSED	7.1%	8.9%	4.6%	1.5%	9.2%	9.6%	7.9%	10.8%	3.7%	5.2%	-	9.5%	2.3%	-	9.8%	2.6%
Net Diff.	13.7%	62.0%	-6.2%	36.1%	37.5%	-2.7%	6.8%	39.6%	-16.0%	28.4%	94.3%	1.7%	-4.8%	93.0%	-0.0%	-17.4%
Mean	2.72	3.20	2.51	3.00	2.97	2.53	2.66	2.95	2.39	2.93	3.61	2.59	2.51	3.51	2.57	2.36

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	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	300	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
SUPPORT	53.3%	66.9%	72.9%	56.7%	60.9%	53.0%	47.5%	59.2%	53.5%	63.9%	31.3%	60.9%	51.4%	67.1%	54.3%	45.1%	51.5%	50.0%	51.4%	61.5%
Strongly	38.2%	47.0%	40.4%	38.9%	50.4%	28.7%	33.0%	45.3%	33.8%	54.7%	29.7%	53.2%	39.5%	49.6%	30.7%	29.2%	41.1%	18.2%	33.0%	47.8%
Somewhat	15.1%	19.9%	32.5%	17.8%	10.5%	24.3%	14.4%	13.9%	19.7%	9.2%	1.6%	7.7%	11.9%	17.5%	23.6%	15.9%	10.4%	31.8%	18.4%	13.6%
OPPOSE	39.6%	23.4%	17.7%	39.8%	35.5%	43.7%	46.0%	35.0%	36.9%	33.4%	68.7%	38.0%	45.3%	29.4%	40.8%	46.4%	40.4%	42.7%	42.0%	32.9%
Somewhat	15.2%	6.9%	3.2%	16.1%	9.9%	21.7%	17.7%	16.0%	22.4%	10.7%	44.8%	15.1%	11.0%	13.3%	16.7%	21.8%	18.6%	17.9%	15.9%	15.7%
Strongly	24.4%	16.4%	14.5%	23.7%	25.6%	21.9%	28.3%	19.0%	14.4%	22.7%	23.9%	23.0%	34.4%	16.2%	24.1%	24.7%	21.8%	24.9%	26.0%	17.2%
DK/REFUSED	7.1%	9.8%	9.4%	3.5%	3.6%	3.4%	6.5%	5.8%	9.6%	2.7%	-	1.0%	3.3%	3.5%	4.9%	8.5%	8.1%	7.3%	6.6%	5.6%
Net Diff.	13.7%	43.5%	55.2%	16.9%	25.4%	9.3%	1.5%	24.3%	16.6%	30.5%	-37.4%	22.9%	6.1%	37.6%	13.5%	-1.3%	11.1%	7.2%	9.4%	28.6%
Mean	2.72	3.08	3.09	2.75	2.89	2.62	2.56	2.91	2.81	2.99	2.37	2.92	2.58	3.04	2.64	2.54	2.77	2.47	2.62	2.98

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	53.3%	61.1%	42.9%	54.4%	60.1%	41.4%	50.0%	60.2%	47.1%	23.3%	71.5%	49.9%	51.9%	58.4%	56.8%	65.4%	48.4%	52.2%	56.2%	59.0%
Strongly	38.2%	51.7%	33.2%	39.8%	50.4%	32.9%	34.3%	43.8%	33.2%	15.3%	42.6%	37.6%	38.7%	41.0%	42.9%	50.8%	35.7%	32.4%	40.7%	36.9%
Somewhat	15.1%	9.3%	9.8%	14.7%	9.7%	8.5%	15.6%	16.4%	13.8%	8.0%	28.9%	12.3%	13.2%	17.4%	14.0%	14.7%	12.7%	19.8%	15.5%	22.0%
OPPOSE	39.6%	37.7%	50.6%	39.7%	38.6%	52.0%	43.6%	34.1%	44.7%	58.7%	25.3%	42.1%	42.4%	35.1%	39.2%	30.9%	44.6%	38.9%	42.4%	33.6%
Somewhat	15.2%	14.5%	19.7%	16.6%	15.0%	20.3%	18.3%	15.5%	14.9%	13.0%	13.0%	15.9%	15.8%	12.8%	11.0%	10.8%	19.3%	14.6%	18.8%	9.5%
Strongly	24.4%	23.2%	30.9%	23.1%	23.6%	31.8%	25.4%	18.5%	29.8%	45.7%	12.3%	26.1%	26.5%	22.3%	28.3%	20.0%	25.3%	24.3%	23.7%	24.1%
DK/REFUSED	7.1%	1.2%	6.4%	5.8%	1.3%	6.6%	6.4%	5.7%	8.2%	18.0%	3.2%	8.1%	5.7%	6.5%	3.9%	3.7%	6.9%	9.0%	1.4%	7.4%
Net Diff.	13.7%	23.4%	-7.7%	14.7%	21.5%	-10.7%	6.3%	26.2%	2.3%	-35.4%	46.2%	7.8%	9.6%	23.2%	17.6%	34.6%	3.8%	13.3%	13.8%	25.4%
Mean	2.72	2.91	2.48	2.75	2.88	2.45	2.63	2.91	2.55	1.91	3.05	2.67	2.68	2.82	2.74	3.00	2.63	2.66	2.74	2.78

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	53.3%	47.5%	57.4%	45.9%	53.4%	53.3%	52.1%	56.2%	62.4%	50.4%	47.2%	57.5%	50.8%	47.1%	53.0%	43.0%	52.2%	59.6%	43.7%	62.5%	53.6%	
Strongly	38.2%	36.5%	48.9%	34.6%	45.7%	35.8%	41.3%	40.5%	54.3%	31.0%	35.0%	37.0%	35.9%	34.2%	45.3%	29.9%	44.4%	44.5%	27.9%	51.2%	30.8%	
Somewhat	15.1%	11.0%	8.5%	11.3%	7.8%	17.5%	10.8%	15.7%	8.1%	19.4%	12.1%	20.6%	14.9%	12.9%	7.7%	13.1%	7.8%	15.1%	15.8%	11.3%	22.8%	
OPPOSE	39.6%	42.5%	37.9%	43.8%	41.4%	38.8%	40.8%	39.3%	33.5%	38.3%	44.3%	33.6%	45.6%	46.7%	37.2%	50.3%	37.8%	32.4%	51.4%	34.2%	41.3%	
Somewhat	15.2%	12.9%	19.3%	13.3%	21.3%	14.8%	17.7%	12.3%	14.3%	17.4%	19.4%	14.2%	21.6%	15.8%	14.7%	17.2%	15.0%	11.5%	21.4%	10.0%	16.3%	
Strongly	24.4%	29.5%	18.7%	30.4%	20.0%	24.0%	23.1%	27.0%	19.2%	20.9%	25.0%	19.4%	24.0%	30.9%	22.5%	33.1%	22.8%	20.8%	30.1%	24.2%	25.0%	
DK/REFUSED	7.1%	10.0%	4.7%	10.3%	5.2%	7.8%	7.1%	4.5%	4.0%	11.3%	8.5%	8.9%	3.6%	6.2%	9.8%	6.7%	10.0%	8.1%	4.9%	3.3%	5.1%	
Net Diff.	13.7%	5.1%	19.4%	2.1%	12.1%	14.5%	11.3%	16.8%	28.9%	12.1%	2.8%	23.9%	5.2%	0.4%	15.8%	-7.3%	14.4%	27.2%	-7.8%	28.4%	12.3%	
Mean	2.72	2.61	2.92	2.56	2.83	2.71	2.76	2.73	3.02	2.68	2.63	2.82	2.65	2.54	2.84	2.43	2.82	2.91	2.44	2.93	2.63	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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		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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	53.3%	57.1%	37.3%	61.4%	50.7%	57.6%	33.5%	56.4%	28.2%	62.3%	43.1%	69.7%	46.8%	55.4%	40.9%	61.6%	43.4%	64.1%	42.7%	61.5%	40.7%
Strongly	38.2%	38.7%	26.0%	43.9%	32.1%	45.2%	21.7%	43.6%	17.2%	46.0%	28.5%	52.2%	35.5%	40.1%	24.2%	44.9%	21.5%	48.8%	33.7%	45.8%	31.7%
Somewhat	15.1%	18.3%	11.3%	17.5%	18.5%	12.4%	11.8%	12.7%	10.9%	16.3%	14.6%	17.4%	11.3%	15.3%	16.7%	16.8%	21.9%	15.3%	9.1%	15.7%	9.0%
OPPOSE	39.6%	30.8%	58.0%	31.5%	45.0%	33.3%	61.2%	34.3%	66.0%	31.8%	50.9%	27.3%	52.1%	36.0%	50.1%	32.9%	49.4%	29.0%	52.3%	31.1%	54.2%
Somewhat	15.2%	12.9%	24.6%	12.9%	18.2%	10.1%	25.9%	10.4%	28.1%	15.5%	17.5%	11.9%	14.0%	18.9%	19.6%	16.9%	14.6%	11.8%	19.8%	12.6%	20.6%
Strongly	24.4%	17.9%	33.3%	18.6%	26.8%	23.2%	35.3%	23.9%	37.9%	16.3%	33.4%	15.4%	38.1%	17.2%	30.5%	16.0%	34.8%	17.2%	32.5%	18.5%	33.5%
DK/REFUSED	7.1%	12.1%	4.7%	7.1%	4.4%	9.1%	5.3%	9.4%	5.8%	5.9%	6.0%	3.0%	1.1%	8.5%	9.0%	5.4%	7.2%	6.9%	5.0%	7.4%	5.2%
Net Diff.	13.7%	26.3%	-20.7%	29.9%	5.7%	24.4%	-27.6%	22.1%	-37.8%	30.5%	-7.7%	42.4%	-5.3%	19.4%	-9.2%	28.7%	-6.0%	35.0%	-9.6%	30.4%	-13.5%
Mean	2.72	2.89	2.31	2.93	2.59	2.88	2.21	2.84	2.08	2.98	2.41	3.10	2.45	2.86	2.38	2.96	2.32	3.03	2.46	2.96	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
SUPPORT	53.3%	63.8%	69.4%	58.2%	63.3%	45.9%	47.7%	56.1%	42.8%	67.4%	44.4%	60.2%	46.9%	62.3%	48.3%	67.1%	44.0%	65.2%	41.5%
Strongly	38.2%	48.5%	59.3%	41.1%	46.2%	30.4%	27.2%	33.5%	32.2%	54.5%	30.9%	42.5%	30.2%	46.8%	26.8%	52.3%	33.4%	49.5%	31.2%
Somewhat	15.1%	15.3%	10.1%	17.0%	17.0%	15.5%	20.6%	22.5%	10.6%	12.9%	13.5%	17.7%	16.7%	15.5%	21.6%	14.8%	10.6%	15.7%	10.3%
OPPOSE	39.6%	30.9%	24.4%	34.8%	32.5%	49.2%	46.6%	43.9%	52.0%	28.2%	52.1%	33.7%	47.4%	32.4%	47.4%	27.7%	50.7%	29.3%	52.9%
Somewhat	15.2%	12.0%	9.2%	12.3%	13.1%	18.6%	21.2%	15.8%	17.3%	8.2%	18.5%	15.9%	18.7%	15.1%	15.4%	5.3%	21.0%	5.6%	22.1%
Strongly	24.4%	18.9%	15.2%	22.4%	19.4%	30.6%	25.4%	28.1%	34.7%	20.0%	33.5%	17.8%	28.7%	17.3%	32.0%	22.4%	29.7%	23.8%	30.8%
DK/REFUSED	7.1%	5.3%	6.3%	7.1%	4.2%	4.9%	5.7%	-	5.2%	4.4%	3.6%	6.1%	5.8%	5.3%	4.2%	5.2%	5.3%	5.5%	5.6%
Net Diff.	13.7%	32.9%	45.0%	23.4%	30.8%	-3.3%	1.2%	12.1%	-9.2%	39.2%	-7.7%	26.5%	-0.5%	29.9%	0.9%	39.4%	-6.7%	35.8%	-11.4%
Mean	2.72	2.99	3.21	2.83	2.94	2.48	2.53	2.61	2.43	3.07	2.43	2.90	2.51	2.97	2.45	3.02	2.50	2.96	2.44

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
SUPPORT	53.3%	55.9%	50.0%	47.8%	94.8%	100.0%	100.0%	63.9%	52.1%	50.2%	100.0%	100.0%	100.0%	50.1%	48.2%	45.7%	86.7%	100.0%	100.0%
Strongly	38.2%	38.5%	38.0%	35.8%	85.8%	10.0%	92.1%	47.9%	38.9%	37.3%	85.2%	100.0%	11.8%	31.6%	37.2%	34.5%	86.7%	-	100.0%
Somewhat	15.1%	17.4%	12.0%	12.0%	9.0%	90.0%	7.9%	16.0%	13.2%	12.9%	14.8%	-	88.2%	18.5%	11.0%	11.2%	-	100.0%	-
OPPOSE	39.6%	37.7%	42.1%	43.9%	5.2%	-	-	31.9%	43.1%	44.9%	-	-	-	41.9%	41.2%	43.1%	13.3%	-	-
Somewhat	15.2%	15.1%	15.2%	15.9%	-	-	-	10.5%	13.1%	13.7%	-	-	-	18.4%	17.0%	17.9%	-	-	-
Strongly	24.4%	22.6%	26.9%	28.0%	5.2%	-	-	21.3%	30.0%	31.2%	-	-	-	23.5%	24.1%	25.2%	13.3%	-	-
DK/REFUSED	7.1%	6.4%	7.9%	8.3%	-	-	-	4.3%	4.8%	5.0%	-	-	-	7.9%	10.6%	11.2%	-	-	-
Net Diff.	13.7%	18.2%	8.0%	3.9%	89.6%	100.0%	100.0%	32.0%	9.0%	5.3%	100.0%	100.0%	100.0%	8.2%	7.1%	2.7%	73.5%	100.0%	100.0%
Mean	2.72	2.77	2.66	2.61	3.75	3.10	3.92	2.94	2.64	2.59	3.85	4.00	3.12	2.63	2.69	2.62	3.60	3.00	4.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	53.3%	69.5%	58.1%	54.4%	55.1%	45.9%	62.5%	51.3%	57.9%	50.0%	56.8%	45.9%	63.6%	57.3%	57.3%	59.5%	60.3%	54.2%
Strongly	38.2%	36.5%	46.1%	34.3%	43.0%	35.1%	42.3%	37.4%	37.7%	38.6%	39.7%	35.1%	39.5%	44.9%	33.9%	51.8%	42.4%	47.3%
Somewhat	15.1%	33.0%	12.0%	20.1%	12.1%	10.8%	20.2%	13.9%	20.2%	11.4%	17.1%	10.8%	24.1%	12.4%	23.4%	7.6%	17.9%	7.0%
OPPOSE	39.6%	23.1%	29.2%	38.8%	39.2%	47.6%	26.8%	42.4%	33.7%	43.8%	35.8%	47.6%	24.3%	40.0%	36.7%	37.1%	34.6%	42.5%
Somewhat	15.2%	12.7%	6.9%	14.2%	18.1%	16.8%	9.2%	16.4%	12.1%	17.4%	14.3%	16.8%	5.9%	12.9%	14.1%	9.5%	10.8%	13.4%
Strongly	24.4%	10.4%	22.3%	24.6%	21.1%	30.8%	17.7%	25.9%	21.7%	26.5%	21.5%	30.8%	18.4%	27.1%	22.6%	27.6%	23.8%	29.1%
DK/REFUSED	7.1%	7.4%	12.7%	6.8%	5.7%	6.5%	10.6%	6.3%	8.4%	6.1%	7.4%	6.5%	12.1%	2.7%	5.9%	3.4%	5.1%	3.2%
Net Diff.	13.7%	46.4%	28.9%	15.6%	15.9%	-1.7%	35.7%	9.0%	24.1%	6.2%	21.0%	-1.7%	39.3%	17.3%	20.6%	22.3%	25.7%	11.7%
Mean	2.72	3.03	2.94	2.69	2.82	2.54	2.98	2.67	2.81	2.66	2.81	2.54	2.96	2.77	2.73	2.87	2.83	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
SUPPORT	53.3%	61.6%	46.8%	58.3%	43.2%	53.9%	40.2%	58.4%	49.2%	44.9%	53.9%	60.9%	66.4%	71.5%	50.5%	54.9%	44.9%
Strongly	38.2%	44.9%	31.6%	41.0%	29.1%	37.5%	26.8%	43.8%	33.9%	33.9%	38.5%	42.2%	53.7%	47.0%	39.3%	40.3%	32.0%
Somewhat	15.1%	16.7%	15.1%	17.3%	14.1%	16.4%	13.4%	14.6%	15.4%	10.9%	15.4%	18.7%	12.7%	24.5%	11.2%	14.7%	12.9%
OPPOSE	39.6%	29.1%	44.2%	31.1%	48.7%	36.8%	51.1%	37.0%	41.7%	48.1%	37.5%	33.6%	13.4%	24.3%	45.0%	37.8%	48.0%
Somewhat	15.2%	12.1%	19.1%	10.2%	23.1%	17.3%	19.1%	11.7%	17.9%	21.7%	11.6%	12.6%	1.5%	4.9%	18.7%	20.5%	17.4%
Strongly	24.4%	17.0%	25.1%	20.9%	25.7%	19.5%	32.0%	25.3%	23.7%	26.4%	25.9%	21.0%	11.9%	19.4%	26.3%	17.3%	30.6%
DK/REFUSED	7.1%	9.3%	9.1%	10.6%	8.1%	9.3%	8.7%	4.5%	9.1%	7.0%	8.6%	5.5%	20.2%	4.2%	4.5%	7.3%	7.1%
Net Diff.	13.7%	32.5%	2.6%	27.2%	-5.6%	17.1%	-10.8%	21.4%	7.6%	-3.2%	16.3%	27.4%	53.0%	47.2%	5.5%	17.2%	-3.1%
Mean	2.72	2.99	2.59	2.88	2.51	2.79	2.38	2.81	2.65	2.56	2.73	2.87	3.36	3.03	2.66	2.84	2.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
SUPPORT	53.3%	66.0%	56.7%	46.9%	51.5%	33.1%	60.6%	70.0%	68.9%	74.0%	44.0%	37.6%	22.8%	43.5%	
Strongly	38.2%	44.8%	42.8%	39.3%	33.7%	25.1%	39.0%	57.5%	61.4%	42.9%	23.8%	25.7%	22.8%	26.9%	
Somewhat	15.1%	21.2%	13.9%	7.5%	17.9%	8.0%	21.6%	12.5%	7.5%	31.1%	20.2%	11.9%	-	16.6%	
OPPOSE	39.6%	26.8%	38.1%	40.5%	42.2%	61.5%	38.4%	21.2%	19.9%	26.0%	56.0%	58.8%	77.2%	51.5%	
Somewhat	15.2%	10.9%	12.6%	13.9%	12.2%	28.6%	15.6%	4.3%	5.5%	-	-	36.2%	77.2%	20.0%	
Strongly	24.4%	16.0%	25.5%	26.7%	30.0%	32.9%	22.8%	16.9%	14.4%	26.0%	56.0%	22.6%	-	31.5%	
DK/REFUSED	7.1%	7.2%	5.2%	12.6%	6.2%	5.4%	1.0%	8.8%	11.2%	-	-	3.6%	-	5.1%	
Net Diff.	13.7%	39.2%	18.6%	6.4%	9.3%	-28.4%	22.2%	48.7%	49.0%	47.9%	-12.0%	-21.1%	-54.5%	-8.0%	
Mean	2.72	3.02	2.78	2.68	2.59	2.27	2.78	3.21	3.30	2.91	2.12	2.42	2.46	2.41	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	80.9%	88.6%	81.2%	76.2%	79.9%	81.1%	80.1%	79.9%	80.6%	89.8%	90.3%	74.0%	71.3%	71.5%	66.5%	85.9%
Strongly	56.1%	50.6%	61.0%	52.2%	57.6%	57.8%	49.6%	47.6%	56.2%	59.0%	59.2%	55.1%	50.3%	50.9%	29.0%	71.5%
Somewhat	24.8%	37.9%	20.2%	24.0%	22.3%	23.4%	30.4%	32.3%	24.4%	30.8%	31.1%	19.0%	21.0%	20.6%	37.6%	14.3%
OPPOSE	11.1%	7.7%	10.4%	8.6%	14.0%	11.1%	10.9%	9.0%	16.9%	5.9%	5.7%	16.2%	17.0%	17.4%	-	5.9%
Somewhat	6.5%	7.3%	6.2%	2.3%	8.3%	7.4%	2.9%	3.7%	0.2%	4.7%	4.4%	16.2%	9.1%	9.3%	-	1.9%
Strongly	4.6%	0.4%	4.1%	6.2%	5.7%	3.7%	8.0%	5.3%	16.6%	1.3%	1.3%	-	7.9%	8.1%	-	4.0%
DK/REFUSED	8.0%	3.7%	8.4%	15.2%	6.2%	7.8%	9.1%	11.1%	2.5%	4.2%	4.1%	9.8%	11.7%	11.1%	33.5%	8.2%
Net Diff.	69.8%	80.8%	70.8%	67.6%	65.9%	70.0%	69.2%	70.8%	63.7%	83.9%	84.6%	57.8%	54.4%	54.0%	66.5%	79.9%
Mean	3.44	3.44	3.51	3.44	3.40	3.47	3.34	3.37	3.23	3.54	3.54	3.43	3.29	3.29	3.44	3.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	80.9%	84.1%	80.7%	78.4%	81.2%	77.1%	82.4%	80.4%	82.3%	54.4%	55.6%	78.7%	80.5%
Strongly	56.1%	57.7%	53.5%	54.0%	56.8%	58.0%	58.1%	49.6%	58.3%	41.1%	55.6%	58.2%	57.2%
Somewhat	24.8%	26.4%	27.2%	24.4%	24.4%	19.1%	24.3%	30.9%	24.0%	13.4%	-	20.5%	23.2%
OPPOSE	11.1%	10.7%	19.3%	11.1%	10.1%	17.4%	12.3%	7.4%	10.3%	17.4%	44.4%	16.4%	10.9%
Somewhat	6.5%	6.2%	11.9%	3.9%	7.0%	9.8%	8.2%	4.0%	6.2%	5.5%	-	10.5%	5.2%
Strongly	4.6%	4.6%	7.4%	7.2%	3.1%	7.6%	4.1%	3.4%	4.1%	11.9%	44.4%	5.9%	5.7%
DK/REFUSED	8.0%	5.1%	-	10.5%	8.7%	5.5%	5.3%	12.1%	7.4%	28.2%	-	4.9%	8.6%
Net Diff.	69.8%	73.4%	61.3%	67.2%	71.1%	59.8%	70.1%	73.0%	72.0%	37.0%	11.1%	62.2%	69.5%
Mean	3.44	3.45	3.27	3.40	3.48	3.35	3.44	3.44	3.47	3.16	2.67	3.38	3.44



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	80.9%	88.3%	73.0%	82.2%	75.1%	72.4%	69.6%	63.8%	89.3%	89.1%	100.0%	73.7%	73.4%	89.7%	72.9%
Strongly	56.1%	61.0%	51.1%	57.0%	51.3%	49.6%	45.3%	50.6%	60.0%	61.1%	15.6%	51.7%	51.9%	39.5%	58.5%
Somewhat	24.8%	27.4%	21.9%	25.3%	23.7%	22.8%	24.3%	13.3%	29.3%	28.0%	84.4%	22.0%	21.5%	50.2%	14.4%
OPPOSE	11.1%	6.1%	23.8%	9.1%	14.2%	23.7%	6.7%	7.3%	6.1%	6.2%	-	15.9%	16.2%	-	11.8%
Somewhat	6.5%	1.7%	10.9%	8.8%	11.7%	20.9%	3.5%	0.4%	4.0%	4.1%	-	9.5%	9.7%	-	3.1%
Strongly	4.6%	4.4%	12.8%	0.3%	2.6%	2.7%	3.1%	6.8%	2.1%	2.2%	-	6.4%	6.5%	-	8.7%
DK/REFUSED	8.0%	5.6%	3.2%	8.7%	10.7%	3.9%	23.7%	28.9%	4.6%	4.7%	-	10.4%	10.4%	10.3%	15.3%
Net Diff.	69.8%	82.2%	49.3%	73.1%	60.8%	48.7%	62.9%	56.6%	83.2%	82.8%	100.0%	57.8%	57.2%	89.7%	61.0%
Mean	3.44	3.53	3.15	3.52	3.39	3.24	3.46	3.51	3.54	3.55	3.16	3.33	3.33	3.44	3.45

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
SUPPORT	80.9%	90.8%	90.6%	95.7%	73.5%	73.4%	75.0%	74.0%	93.3%	69.6%	
Strongly	56.1%	62.6%	63.1%	50.4%	50.8%	52.4%	11.6%	53.2%	62.5%	63.6%	
Somewhat	24.8%	28.1%	27.5%	45.3%	22.7%	21.0%	63.4%	20.8%	30.8%	5.9%	
OPPOSE	11.1%	4.2%	4.4%	-	16.2%	16.7%	4.0%	15.9%	6.2%	16.2%	
Somewhat	6.5%	2.8%	2.9%	-	9.4%	9.6%	4.0%	8.2%	6.2%	4.3%	
Strongly	4.6%	1.4%	1.5%	-	6.8%	7.1%	-	7.7%	-	12.0%	
DK/REFUSED	8.0%	5.0%	5.0%	4.3%	10.3%	9.9%	21.0%	10.1%	0.5%	14.2%	
Net Diff.	69.8%	86.5%	86.2%	95.7%	57.3%	56.7%	71.1%	58.1%	87.1%	53.3%	
Mean	3.44	3.60	3.60	3.53	3.31	3.32	3.10	3.33	3.57	3.41	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	207	67	120	133		160	119	243	33			186	95		85	23		270	23	61	157	82	72	7	3
SUPPORT	80.9%	84.7%	73.8%	84.0%	80.3%		88.5%	73.7%	100.0%	-			77.5%	87.6%	90.0%	84.3%	81.4%	84.3%	85.9%	75.8%	86.8%	86.5%	86.0%	86.0%	94.7%	
Strongly	56.1%	61.0%	41.1%	58.8%	56.9%		67.3%	42.9%	69.3%	-			55.6%	59.2%	56.8%	69.1%	56.0%	69.1%	58.3%	52.3%	61.5%	59.9%	71.4%	71.4%	74.1%	
Somewhat	24.8%	23.8%	32.6%	25.2%	23.4%		21.2%	30.8%	30.7%	-			21.9%	28.3%	33.2%	15.3%	25.4%	15.3%	27.7%	23.5%	25.3%	26.6%	14.6%	14.6%	20.6%	
OPPOSE	11.1%	9.4%	14.3%	10.8%	12.4%		6.3%	18.3%	-	100.0%			13.2%	9.1%	6.7%	9.2%	11.1%	9.2%	9.0%	13.8%	7.4%	8.3%	1.4%	1.4%	-	
Somewhat	6.5%	5.0%	13.5%	6.7%	7.0%		3.3%	11.9%	-	58.7%			6.5%	7.6%	6.1%	5.3%	6.4%	5.3%	6.6%	7.7%	4.1%	4.6%	1.4%	1.4%	-	
Strongly	4.6%	4.3%	0.8%	4.2%	5.4%		3.0%	6.4%	-	41.3%			6.6%	1.5%	0.6%	3.9%	4.7%	3.9%	2.4%	6.1%	3.3%	3.7%	-	-	-	
DK/REFUSED	8.0%	5.9%	11.9%	5.1%	7.2%		5.3%	8.0%	-	-			9.3%	3.3%	3.3%	6.5%	7.4%	6.5%	5.1%	10.4%	5.8%	5.1%	12.6%	12.6%	5.3%	
Net Diff.	69.8%	75.4%	59.5%	73.2%	67.9%		82.2%	55.4%	100.0%	-100%			64.3%	78.5%	83.4%	75.1%	70.3%	75.1%	77.0%	62.0%	79.4%	78.2%	84.6%	84.6%	94.7%	
Mean	3.44	3.50	3.30	3.46	3.42		3.61	3.20	3.69	1.59			3.39	3.50	3.51	3.60	3.43	3.60	3.49	3.36	3.54	3.50	3.80	3.80	3.78	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	80.9%	86.3%	73.9%	91.7%	85.7%	77.1%	81.9%	84.5%	84.5%	88.7%	92.7%	71.4%	79.1%	91.0%	72.2%	77.7%
Strongly	56.1%	66.2%	43.8%	73.1%	51.6%	58.0%	49.9%	57.4%	51.1%	62.1%	62.6%	52.7%	57.9%	66.2%	53.0%	56.0%
Somewhat	24.8%	20.1%	30.0%	18.6%	34.1%	19.1%	32.0%	27.2%	33.4%	26.6%	30.1%	18.8%	21.2%	24.7%	19.2%	21.7%
OPPOSE	11.1%	13.0%	14.0%	6.3%	5.6%	13.7%	8.5%	9.3%	12.9%	7.0%	7.3%	14.3%	9.2%	9.0%	14.5%	10.3%
Somewhat	6.5%	7.8%	8.3%	2.9%	5.6%	7.3%	5.4%	6.5%	10.0%	4.6%	7.3%	6.6%	2.5%	9.0%	6.7%	2.8%
Strongly	4.6%	5.2%	5.7%	3.4%	-	6.4%	3.1%	2.8%	2.9%	2.4%	-	7.7%	6.7%	-	7.7%	7.5%
DK/REFUSED	8.0%	0.7%	12.2%	2.0%	8.7%	9.2%	9.6%	6.1%	2.6%	4.3%	-	14.2%	11.7%	-	13.3%	11.9%
Net Diff.	69.8%	73.3%	59.9%	85.4%	80.1%	63.4%	73.4%	75.2%	71.7%	81.7%	85.5%	57.1%	69.9%	81.9%	57.7%	67.4%
Mean	3.44	3.48	3.28	3.65	3.50	3.42	3.42	3.48	3.36	3.55	3.55	3.36	3.48	3.57	3.36	3.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
SUPPORT	80.9%	90.6%	75.2%	83.1%	77.3%	88.3%	78.2%	84.2%	82.4%	85.7%	95.6%	74.8%	72.8%	89.1%	87.9%	81.4%	79.4%	80.6%	87.3%	88.7%
Strongly	56.1%	67.7%	39.7%	59.4%	59.3%	59.4%	53.5%	57.3%	53.1%	60.7%	78.3%	44.5%	48.1%	64.1%	68.1%	56.7%	50.5%	51.6%	55.4%	60.1%
Somewhat	24.8%	22.9%	35.5%	23.7%	17.9%	28.8%	24.7%	27.0%	29.4%	25.0%	17.2%	30.3%	24.8%	25.0%	19.8%	24.7%	29.0%	28.9%	31.9%	28.6%
OPPOSE	11.1%	7.6%	13.3%	10.9%	13.9%	8.3%	11.3%	10.1%	9.0%	11.1%	2.9%	15.6%	14.1%	9.2%	8.2%	9.7%	11.1%	13.7%	11.3%	7.1%
Somewhat	6.5%	5.2%	10.6%	6.9%	5.4%	8.3%	6.3%	6.7%	6.2%	7.2%	2.9%	10.8%	5.6%	5.3%	4.7%	6.7%	8.1%	12.3%	6.4%	5.4%
Strongly	4.6%	2.4%	2.7%	4.0%	8.5%	-	5.0%	3.4%	2.8%	3.9%	-	4.8%	8.5%	3.8%	3.5%	2.9%	2.9%	1.4%	4.9%	1.8%
DK/REFUSED	8.0%	1.8%	11.5%	6.0%	8.9%	3.5%	10.5%	5.6%	8.6%	3.2%	1.5%	9.6%	13.1%	1.7%	3.9%	8.9%	9.5%	5.7%	1.4%	4.2%
Net Diff.	69.8%	83.0%	61.9%	72.2%	63.4%	80.0%	66.9%	74.1%	73.5%	74.7%	92.7%	59.2%	58.7%	80.0%	79.7%	71.8%	68.4%	66.9%	76.0%	81.5%
Mean	3.44	3.59	3.27	3.47	3.41	3.53	3.41	3.46	3.45	3.47	3.77	3.27	3.29	3.52	3.59	3.48	3.40	3.39	3.40	3.53

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	80.9%	84.4%	68.0%	74.0%	86.8%	67.9%	72.0%	91.4%	71.4%	39.0%	85.3%	79.5%	77.7%	84.1%	77.3%	83.4%	77.9%	84.8%	87.6%	83.2%
Strongly	56.1%	63.6%	51.2%	50.5%	65.2%	51.4%	49.1%	61.7%	51.0%	31.5%	64.8%	53.3%	52.3%	56.5%	53.8%	53.6%	51.1%	59.0%	52.6%	55.0%
Somewhat	24.8%	20.8%	16.8%	23.5%	21.5%	16.5%	22.8%	29.7%	20.4%	7.5%	20.5%	26.2%	25.4%	27.6%	23.5%	29.8%	26.8%	25.8%	35.0%	28.2%
OPPOSE	11.1%	9.3%	11.4%	17.0%	9.2%	11.7%	18.6%	4.8%	16.8%	39.2%	9.0%	11.7%	11.8%	11.3%	13.4%	12.5%	10.7%	10.2%	6.7%	14.3%
Somewhat	6.5%	3.8%	6.1%	9.9%	3.9%	6.3%	10.9%	3.7%	8.9%	26.8%	5.1%	7.0%	6.4%	6.5%	6.8%	8.5%	6.1%	4.6%	5.3%	8.9%
Strongly	4.6%	5.6%	5.2%	7.0%	5.3%	5.4%	7.7%	1.1%	7.8%	12.4%	3.9%	4.8%	5.5%	4.8%	6.6%	4.0%	4.6%	5.6%	1.4%	5.4%
DK/REFUSED	8.0%	6.3%	20.7%	9.0%	4.0%	20.4%	9.4%	3.8%	11.8%	21.9%	5.7%	8.8%	10.5%	4.6%	9.3%	4.1%	11.4%	5.0%	5.7%	2.6%
Net Diff.	69.8%	75.1%	56.6%	57.1%	77.6%	56.2%	53.3%	86.6%	54.6%	-0.2%	76.4%	67.8%	65.8%	72.8%	63.9%	70.9%	67.2%	74.6%	80.9%	68.9%
Mean	3.44	3.52	3.44	3.29	3.53	3.43	3.25	3.58	3.30	2.74	3.55	3.40	3.39	3.42	3.37	3.39	3.40	3.46	3.47	3.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	80.9%	67.6%	85.7%	66.6%	89.4%	84.6%	74.7%	82.9%	75.3%	86.4%	74.5%	88.3%	82.1%	79.3%	68.9%	78.8%	69.8%	81.0%	80.9%	85.6%	73.3%	
Strongly	56.1%	51.7%	58.7%	51.6%	59.6%	56.7%	54.2%	52.6%	60.4%	61.0%	51.2%	57.7%	57.0%	55.3%	51.8%	54.6%	52.5%	56.8%	54.4%	63.9%	43.9%	
Somewhat	24.8%	15.9%	26.9%	15.0%	29.8%	27.9%	20.5%	30.3%	14.8%	25.4%	23.3%	30.6%	25.1%	24.0%	17.0%	24.2%	17.3%	24.2%	26.5%	21.7%	29.4%	
OPPOSE	11.1%	17.1%	5.9%	17.6%	5.9%	8.0%	16.0%	10.7%	15.3%	5.1%	16.4%	7.1%	15.9%	9.3%	16.2%	9.7%	16.5%	11.1%	10.6%	10.4%	14.5%	
Somewhat	6.5%	7.5%	2.0%	7.8%	2.2%	5.2%	7.8%	7.4%	5.0%	2.9%	9.1%	3.8%	12.8%	7.3%	3.9%	7.9%	4.0%	5.3%	7.8%	5.5%	9.1%	
Strongly	4.6%	9.5%	3.9%	9.8%	3.7%	2.8%	8.3%	3.3%	10.3%	2.2%	7.3%	3.3%	3.1%	2.0%	12.3%	1.9%	12.5%	5.8%	2.8%	4.8%	5.4%	
DK/REFUSED	8.0%	15.3%	8.4%	15.8%	4.6%	7.4%	9.3%	6.3%	9.4%	8.5%	9.2%	4.7%	2.1%	11.4%	14.9%	11.5%	13.7%	7.9%	8.5%	4.1%	12.1%	
Net Diff.	69.8%	50.6%	79.8%	49.0%	83.5%	76.7%	58.7%	72.2%	60.0%	81.4%	58.1%	81.2%	66.2%	70.0%	52.6%	69.0%	53.3%	69.9%	70.3%	75.2%	58.8%	
Mean	3.44	3.30	3.53	3.29	3.52	3.50	3.33	3.41	3.39	3.59	3.30	3.50	3.39	3.50	3.27	3.49	3.27	3.43	3.45	3.51	3.27	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	80.9%	77.1%	85.7%	89.3%	82.2%	71.7%	78.8%	70.9%	80.9%	85.4%	77.8%	89.7%	72.6%	81.4%	81.0%	89.1%	80.3%	77.0%	75.7%	75.3%	76.7%
Strongly	56.1%	50.8%	61.1%	58.3%	54.0%	54.9%	54.6%	54.9%	55.3%	54.1%	57.8%	62.5%	48.0%	46.3%	63.9%	56.4%	54.2%	48.5%	60.3%	48.0%	60.7%
Somewhat	24.8%	26.3%	24.7%	31.0%	28.2%	16.8%	24.2%	16.0%	25.6%	31.3%	19.9%	27.2%	24.6%	35.1%	17.1%	32.7%	26.1%	28.4%	15.4%	27.3%	16.0%
OPPOSE	11.1%	11.7%	8.1%	6.4%	13.3%	16.4%	6.7%	16.8%	6.8%	8.0%	15.6%	7.4%	19.9%	8.6%	12.9%	6.6%	16.6%	11.3%	14.9%	12.1%	15.3%
Somewhat	6.5%	5.1%	7.0%	3.8%	10.4%	7.0%	4.1%	7.2%	4.4%	5.4%	8.9%	3.4%	12.6%	7.2%	6.6%	6.3%	9.2%	3.3%	8.7%	3.5%	9.1%
Strongly	4.6%	6.7%	1.1%	2.7%	3.0%	9.4%	2.6%	9.7%	2.3%	2.7%	6.7%	4.0%	7.3%	1.4%	6.4%	0.3%	7.4%	8.0%	6.2%	8.6%	6.2%
DK/REFUSED	8.0%	11.1%	6.1%	4.2%	4.5%	11.9%	14.6%	12.3%	12.3%	6.5%	6.7%	2.9%	7.6%	10.0%	6.1%	4.3%	3.1%	11.8%	9.4%	12.6%	8.0%
Net Diff.	69.8%	65.4%	77.6%	82.9%	68.9%	55.4%	72.1%	54.0%	74.1%	77.4%	62.2%	82.3%	52.7%	72.8%	68.0%	82.5%	63.7%	65.7%	60.7%	63.3%	61.4%
Mean	3.44	3.36	3.55	3.51	3.39	3.33	3.53	3.32	3.53	3.46	3.38	3.53	3.23	3.40	3.47	3.52	3.31	3.33	3.43	3.31	3.43



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	PRO-LIFE	PRO-CHOICE
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68			
SUPPORT	80.9%	86.0%	84.0%	85.5%	87.0%	77.0%	87.4%	64.1%	71.9%	94.0%	69.0%	78.0%	82.0%	89.3%	80.3%	78.8%	74.0%	77.6%	74.8%			
Strongly	56.1%	60.6%	56.9%	59.4%	62.6%	55.3%	63.5%	44.2%	51.4%	69.5%	44.1%	51.5%	62.3%	62.8%	52.9%	55.7%	56.8%	55.6%	57.2%			
Somewhat	24.8%	25.4%	27.1%	26.2%	24.5%	21.7%	23.9%	19.9%	20.4%	24.5%	24.9%	26.4%	19.7%	26.5%	27.5%	23.1%	17.2%	22.0%	17.7%			
OPPOSE	11.1%	6.8%	6.1%	3.0%	8.3%	15.4%	9.3%	24.6%	18.1%	3.3%	20.8%	10.3%	12.0%	5.1%	16.8%	10.5%	14.5%	11.2%	14.9%			
Somewhat	6.5%	5.2%	6.1%	1.8%	6.0%	8.5%	5.3%	24.6%	7.9%	2.0%	12.1%	8.5%	6.2%	4.3%	11.0%	7.2%	6.5%	7.7%	6.8%			
Strongly	4.6%	1.5%	-	1.2%	2.3%	6.9%	4.0%	-	10.3%	1.3%	8.7%	1.8%	5.8%	0.7%	5.8%	3.3%	7.9%	3.5%	8.1%			
DK/REFUSED	8.0%	7.2%	9.9%	11.5%	4.7%	7.6%	3.4%	11.3%	10.0%	2.7%	10.2%	11.8%	6.0%	5.7%	2.9%	10.6%	11.5%	11.3%	10.3%			
Net Diff.	69.8%	79.3%	78.0%	82.6%	78.8%	61.6%	78.1%	39.5%	53.7%	90.6%	48.2%	67.7%	69.9%	84.2%	63.5%	68.3%	59.5%	66.4%	59.9%			
Mean	3.44	3.56	3.56	3.62	3.55	3.36	3.52	3.22	3.26	3.67	3.16	3.45	3.47	3.60	3.31	3.47	3.39	3.46	3.38			

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
SUPPORT	80.9%	86.2%	74.0%	74.1%	60.3%	100.0%	92.1%	88.5%	74.5%	75.8%	43.3%	100.0%	11.8%	84.4%	73.7%	72.6%	86.7%	100.0%	100.0%		
Strongly	56.1%	57.3%	54.1%	54.2%	31.5%	-	92.1%	61.5%	53.0%	53.6%	43.3%	-	11.8%	54.2%	55.0%	54.8%	13.3%	-	100.0%		
Somewhat	24.8%	28.8%	19.9%	19.8%	28.7%	100.0%	-	27.0%	21.4%	22.3%	-	100.0%	-	30.2%	18.7%	17.7%	73.5%	100.0%	-		
OPPOSE	11.1%	9.5%	13.2%	13.6%	5.2%	-	-	10.2%	12.7%	13.3%	-	-	-	8.9%	13.5%	14.0%	13.3%	-	-		
Somewhat	6.5%	6.8%	6.1%	6.4%	-	-	-	6.3%	6.8%	7.1%	-	-	-	7.2%	5.5%	5.8%	-	-	-		
Strongly	4.6%	2.7%	7.0%	7.2%	5.2%	-	-	4.0%	5.9%	6.1%	-	-	-	1.7%	8.0%	8.1%	13.3%	-	-		
DK/REFUSED	8.0%	4.3%	12.8%	12.3%	34.6%	-	7.9%	1.2%	12.8%	10.9%	56.7%	-	88.2%	6.6%	12.8%	13.5%	-	-	-		
Net Diff.	69.8%	76.7%	60.9%	60.4%	55.1%	100.0%	92.1%	78.3%	61.7%	62.6%	43.3%	100.0%	11.8%	75.5%	60.2%	58.6%	73.5%	100.0%	100.0%		
Mean	3.44	3.47	3.39	3.38	3.32	3.00	4.00	3.48	3.39	3.38	4.00	3.00	4.00	3.47	3.38	3.38	2.87	3.00	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	80.9%	81.5%	86.8%	87.1%	78.3%	76.1%	84.8%	80.0%	86.1%	77.1%	83.2%	76.1%	90.6%	80.0%	86.8%	78.2%	83.6%	78.3%
Strongly	56.1%	59.3%	57.0%	68.6%	49.9%	50.6%	57.9%	55.7%	64.1%	50.3%	58.7%	50.6%	73.2%	54.1%	64.8%	52.1%	63.0%	45.5%
Somewhat	24.8%	22.3%	29.8%	18.5%	28.4%	25.5%	26.9%	24.4%	22.1%	26.8%	24.5%	25.5%	17.4%	25.9%	21.9%	26.1%	20.6%	32.8%
OPPOSE	11.1%	11.3%	6.7%	8.3%	14.9%	11.5%	8.5%	11.6%	8.4%	13.0%	10.9%	11.5%	5.6%	12.8%	9.0%	13.3%	9.6%	15.5%
Somewhat	6.5%	2.5%	5.4%	4.5%	10.4%	6.1%	4.2%	7.0%	4.4%	8.0%	6.7%	6.1%	4.8%	6.9%	4.9%	7.9%	4.6%	11.1%
Strongly	4.6%	8.8%	1.3%	3.8%	4.5%	5.4%	4.2%	4.7%	4.0%	5.0%	4.2%	5.4%	0.8%	5.8%	4.2%	5.4%	5.1%	4.4%
DK/REFUSED	8.0%	7.2%	6.5%	4.5%	6.7%	12.4%	6.8%	8.3%	5.5%	9.9%	6.0%	12.4%	3.8%	7.3%	4.2%	8.5%	6.7%	6.2%
Net Diff.	69.8%	70.3%	80.1%	78.8%	63.4%	64.6%	76.3%	68.4%	77.7%	64.1%	72.3%	64.6%	85.0%	67.2%	77.7%	65.0%	74.0%	62.8%
Mean	3.44	3.42	3.52	3.59	3.33	3.39	3.48	3.43	3.55	3.36	3.46	3.39	3.69	3.38	3.54	3.37	3.52	3.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
SUPPORT	80.9%	79.4%	80.1%	85.6%	76.2%	82.8%	74.6%	82.1%	80.0%	74.2%	82.4%	85.9%	71.6%	90.2%	82.1%	86.3%	75.8%
Strongly	56.1%	44.0%	56.9%	63.4%	49.0%	55.1%	54.1%	57.7%	54.8%	48.5%	57.5%	62.0%	52.6%	63.3%	55.8%	64.8%	49.9%
Somewhat	24.8%	35.4%	23.2%	22.2%	27.3%	27.7%	20.5%	24.4%	25.2%	25.7%	25.0%	23.9%	19.0%	26.9%	26.3%	21.5%	25.9%
OPPOSE	11.1%	11.1%	10.8%	7.8%	12.8%	11.9%	8.7%	11.4%	10.8%	13.6%	12.3%	7.2%	15.6%	7.6%	12.0%	8.5%	12.8%
Somewhat	6.5%	3.8%	7.0%	4.0%	8.1%	8.4%	2.7%	6.5%	6.5%	7.7%	8.0%	3.7%	9.2%	6.0%	4.9%	3.9%	7.9%
Strongly	4.6%	7.3%	3.8%	3.8%	4.7%	3.5%	6.1%	4.9%	4.4%	5.9%	4.4%	3.5%	6.4%	1.6%	7.1%	4.6%	4.9%
DK/REFUSED	8.0%	9.5%	9.1%	6.6%	10.9%	5.3%	16.7%	6.6%	9.2%	12.2%	5.2%	6.9%	12.8%	2.2%	5.8%	5.2%	11.4%
Net Diff.	69.8%	68.4%	69.3%	77.7%	63.4%	70.8%	65.9%	70.7%	69.2%	60.5%	70.1%	78.7%	56.0%	82.7%	70.1%	77.8%	63.1%
Mean	3.44	3.28	3.47	3.55	3.35	3.42	3.47	3.44	3.44	3.33	3.43	3.55	3.35	3.55	3.39	3.55	3.36

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
SUPPORT	80.9%	85.6%	83.0%	79.8%	72.3%	78.3%	91.7%	94.2%	92.7%	100.0%	17.5%	73.3%	72.0%	73.8%
Strongly	56.1%	62.9%	55.4%	51.9%	48.1%	53.4%	65.6%	71.0%	77.9%	45.2%	17.5%	43.8%	19.6%	53.3%
Somewhat	24.8%	22.6%	27.5%	27.9%	24.2%	24.8%	26.1%	23.3%	14.8%	54.8%	-	29.6%	52.4%	20.6%
OPPOSE	11.1%	10.4%	8.8%	7.8%	15.4%	13.2%	4.5%	0.9%	1.1%	-	66.1%	17.3%	24.8%	14.3%
Somewhat	6.5%	5.3%	4.5%	6.1%	10.6%	7.5%	1.2%	-	-	-	56.0%	10.8%	24.8%	5.3%
Strongly	4.6%	5.1%	4.3%	1.6%	4.8%	5.7%	3.3%	0.9%	1.1%	-	10.1%	6.5%	-	9.1%
DK/REFUSED	8.0%	4.0%	8.3%	12.5%	12.3%	8.5%	3.8%	4.9%	6.2%	-	16.4%	9.4%	3.1%	11.8%
Net Diff.	69.8%	75.2%	74.2%	72.0%	57.0%	65.0%	87.1%	93.4%	91.6%	100.0%	-48.6%	56.0%	47.2%	59.5%
Mean	3.44	3.49	3.46	3.49	3.32	3.38	3.60	3.73	3.81	3.45	2.30	3.22	2.95	3.34

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	61.9%	57.0%	65.6%	58.3%	63.8%	60.7%	66.3%	67.2%	63.3%	26.2%	25.3%	63.2%	91.4%	91.2%	100.0%	89.5%
Strongly	47.8%	38.6%	47.2%	49.4%	51.1%	46.1%	54.2%	55.2%	51.0%	12.9%	12.3%	35.7%	79.3%	79.1%	84.7%	60.8%
Somewhat	14.1%	18.4%	18.4%	8.9%	12.7%	14.6%	12.1%	12.0%	12.3%	13.4%	13.0%	27.5%	12.1%	12.0%	15.3%	28.7%
OPPOSE	31.8%	35.3%	28.3%	33.6%	31.3%	34.2%	22.8%	20.7%	29.3%	62.5%	63.3%	32.2%	7.0%	7.2%	-	4.7%
Somewhat	12.6%	11.1%	11.3%	18.2%	11.2%	13.4%	9.4%	5.1%	23.1%	24.1%	24.1%	23.3%	3.2%	3.3%	-	2.9%
Strongly	19.2%	24.2%	17.0%	15.5%	20.1%	20.8%	13.4%	15.6%	6.2%	38.4%	39.2%	8.8%	3.8%	3.9%	-	1.7%
DK/REFUSED	6.3%	7.7%	6.1%	8.1%	5.0%	5.1%	11.0%	12.1%	7.4%	11.2%	11.4%	4.7%	1.6%	1.7%	-	5.8%
Net Diff.	30.1%	21.7%	37.3%	24.7%	32.5%	26.6%	43.5%	46.4%	33.9%	-36.3%	-38.1%	31.0%	84.4%	84.0%	100.0%	84.9%
Mean	2.97	2.77	3.02	3.00	3.00	2.91	3.20	3.21	3.17	2.01	1.98	2.94	3.70	3.69	3.85	3.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	61.9%	38.2%	86.0%	66.6%	62.5%	86.8%	23.2%	65.5%	57.4%	82.0%	99.6%	52.5%	61.9%
Strongly	47.8%	22.0%	76.1%	46.6%	50.9%	78.9%	13.3%	39.2%	46.4%	71.5%	98.5%	43.8%	44.3%
Somewhat	14.1%	16.2%	9.9%	20.0%	11.7%	7.9%	9.9%	26.3%	10.9%	10.5%	1.2%	8.7%	17.6%
OPPOSE	31.8%	55.7%	14.0%	26.8%	30.5%	10.6%	76.8%	26.9%	34.5%	7.0%	0.4%	45.5%	33.7%
Somewhat	12.6%	16.7%	7.5%	12.6%	12.2%	2.0%	36.8%	8.2%	14.6%	-	-	14.9%	11.4%
Strongly	19.2%	39.0%	6.5%	14.2%	18.3%	8.5%	39.9%	18.7%	19.9%	7.0%	0.4%	30.6%	22.2%
DK/REFUSED	6.3%	6.2%	-	6.6%	7.0%	2.6%	-	7.6%	8.1%	11.0%	-	1.9%	4.4%
Net Diff.	30.1%	-17.5%	72.0%	39.8%	32.0%	76.2%	-53.6%	38.7%	22.9%	75.0%	99.3%	7.0%	28.2%
Mean	2.97	2.23	3.56	3.06	3.02	3.61	1.97	2.93	2.91	3.65	3.98	2.67	2.88

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	61.9%	48.9%	84.6%	67.4%	65.2%	80.7%	73.2%	40.7%	29.2%	29.5%	14.2%	91.0%	91.2%	80.2%	86.4%
Strongly	47.8%	31.5%	79.4%	52.9%	55.8%	60.2%	60.3%	21.1%	14.2%	14.2%	14.2%	78.3%	78.9%	45.1%	69.1%
Somewhat	14.1%	17.4%	5.2%	14.5%	9.4%	20.4%	12.9%	19.7%	15.0%	15.3%	-	12.7%	12.4%	35.1%	17.3%
OPPOSE	31.8%	43.9%	11.1%	28.0%	33.6%	19.3%	26.8%	16.0%	60.1%	60.8%	30.4%	7.3%	7.1%	19.8%	5.5%
Somewhat	12.6%	16.8%	5.2%	10.5%	10.5%	19.3%	19.2%	-	23.1%	22.9%	30.4%	3.7%	3.4%	19.8%	1.9%
Strongly	19.2%	27.1%	5.9%	17.6%	23.1%	-	7.6%	16.0%	37.1%	37.9%	-	3.7%	3.7%	-	3.6%
DK/REFUSED	6.3%	7.2%	4.2%	4.6%	1.2%	-	-	43.2%	10.7%	9.7%	55.4%	1.6%	1.7%	-	8.1%
Net Diff.	30.1%	5.1%	73.5%	39.4%	31.7%	61.3%	46.3%	24.7%	-31.0%	-31.3%	-16.2%	83.7%	84.1%	60.5%	80.9%
Mean	2.97	2.58	3.65	3.08	2.99	3.41	3.26	2.81	2.07	2.06	2.64	3.68	3.69	3.25	3.65



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIED	HANIG	BOTH
		HANIG			JORDAN			UNDE-	HANIG	BAL-	
							CIED			LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
SUPPORT	61.9%	27.9%	28.6%	10.6%	90.8%	92.2%	57.3%	68.4%	29.0%	88.1%	
Strongly	47.8%	14.0%	14.2%	9.8%	77.6%	78.9%	47.4%	48.5%	12.5%	65.5%	
Somewhat	14.1%	13.9%	14.4%	0.7%	13.1%	13.3%	9.9%	19.9%	16.5%	22.6%	
OPPOSE	31.8%	60.9%	60.2%	79.7%	7.7%	6.2%	42.7%	22.9%	63.8%	7.6%	
Somewhat	12.6%	22.1%	22.2%	21.0%	4.0%	3.2%	23.4%	13.2%	19.5%	2.6%	
Strongly	19.2%	38.8%	38.0%	58.7%	3.7%	3.0%	19.3%	9.7%	44.3%	5.0%	
DK/REFUSED	6.3%	11.1%	11.2%	9.8%	1.6%	1.6%	-	8.7%	7.2%	4.4%	
Net Diff.	30.1%	-33.0%	-31.6%	-69.1%	83.1%	86.0%	14.6%	45.6%	-34.8%	80.5%	
Mean	2.97	2.04	2.05	1.58	3.67	3.71	2.85	3.17	1.97	3.55	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
SUPPORT	61.9%	67.4%	50.9%	66.0%	62.8%	58.3%	67.5%	59.3%	73.7%	100.0%	-	-	-	68.7%	-	31.3%	79.8%	50.5%	49.2%	50.0%	81.4%
Strongly	47.8%	53.8%	33.4%	49.7%	48.3%	45.7%	50.3%	44.0%	67.4%	77.2%	-	-	-	53.1%	-	14.9%	67.6%	34.5%	31.5%	44.7%	76.6%
Somewhat	14.1%	13.6%	17.5%	16.3%	14.5%	12.6%	17.2%	15.3%	6.3%	22.8%	-	-	-	15.6%	-	16.4%	12.2%	16.1%	17.7%	5.2%	4.8%
OPPOSE	31.8%	27.0%	46.6%	27.2%	34.4%	35.3%	30.5%	34.4%	26.2%	-	100.0%	82.5%	98.8%	25.8%	98.8%	58.9%	15.7%	42.3%	43.3%	50.0%	2.8%
Somewhat	12.6%	12.3%	14.8%	14.6%	9.9%	15.9%	8.5%	14.1%	6.6%	-	39.5%	34.1%	28.3%	10.7%	28.3%	33.7%	4.5%	12.2%	12.4%	15.1%	2.8%
Strongly	19.2%	14.8%	31.8%	12.6%	24.6%	19.4%	22.0%	20.3%	19.5%	-	60.5%	48.4%	70.4%	15.1%	70.4%	25.2%	11.2%	30.0%	30.9%	34.8%	-
DK/REFUSED	6.3%	5.6%	2.5%	6.8%	2.7%	6.5%	2.0%	6.3%	0.1%	-	-	17.5%	1.2%	5.5%	1.2%	9.8%	4.5%	7.2%	7.5%	0.1%	15.8%
Net Diff.	30.1%	40.4%	4.3%	38.8%	28.4%	23.0%	37.0%	24.9%	47.5%	100.0%	-100%	-82.5%	-98.8%	42.9%	-98.8%	-27.6%	64.1%	8.3%	5.9%	-0.0%	78.6%
Mean	2.97	3.13	2.54	3.11	2.89	2.90	2.98	2.89	3.22	3.77	1.40	1.41	1.29	3.13	1.29	2.23	3.43	2.59	2.54	2.60	3.88

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	61.9%	16.9%	77.3%	41.4%	43.5%	81.5%	59.7%	33.1%	71.0%	44.4%	22.0%	84.2%	75.4%	27.4%	84.0%	79.2%
Strongly	47.8%	9.7%	64.6%	31.5%	19.3%	69.7%	37.4%	15.6%	51.0%	30.2%	11.6%	75.8%	51.6%	14.4%	75.5%	56.0%
Somewhat	14.1%	7.1%	12.7%	9.9%	24.2%	11.8%	22.2%	17.5%	20.0%	14.2%	10.4%	8.4%	23.8%	13.0%	8.6%	23.2%
OPPOSE	31.8%	70.0%	20.9%	49.0%	49.5%	12.2%	35.5%	55.8%	20.6%	47.0%	75.4%	13.4%	23.3%	69.3%	13.5%	20.5%
Somewhat	12.6%	33.8%	6.0%	17.0%	33.6%	3.5%	7.5%	31.6%	5.3%	12.5%	44.9%	4.1%	10.5%	31.4%	4.1%	11.6%
Strongly	19.2%	36.1%	14.9%	32.0%	15.9%	8.7%	28.0%	24.2%	15.3%	34.5%	30.5%	9.3%	12.8%	38.0%	9.5%	8.9%
DK/REFUSED	6.3%	13.2%	1.7%	9.6%	7.0%	6.3%	4.8%	11.0%	8.4%	8.6%	2.6%	2.4%	1.3%	3.2%	2.4%	0.4%
Net Diff.	30.1%	-53.1%	56.4%	-7.6%	-6.1%	69.2%	24.2%	-22.7%	50.4%	-2.6%	-53.3%	70.8%	52.0%	-41.9%	70.5%	58.7%
Mean	2.97	1.89	3.29	2.45	2.50	3.52	2.73	2.28	3.17	2.44	2.03	3.54	3.16	2.04	3.54	3.27

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSERVATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORTER	TRADITIONAL REPUB.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	
Total	300	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89	
SUPPORT	61.9%	32.2%	30.3%	95.6%	94.3%	96.8%	74.2%	37.2%	41.7%	33.6%	52.8%	94.6%	67.3%	28.2%	96.2%	78.4%	46.1%	99.3%	63.6%	30.3%	
Strongly	47.8%	11.7%	18.9%	82.3%	83.3%	81.5%	58.2%	21.4%	23.8%	19.4%	21.7%	86.2%	54.3%	15.6%	80.0%	60.6%	27.1%	79.9%	49.6%	10.6%	
Somewhat	14.1%	20.5%	11.4%	13.3%	11.1%	15.3%	16.0%	15.8%	17.9%	14.1%	31.0%	8.3%	12.9%	12.6%	16.2%	17.8%	19.0%	19.4%	14.0%	19.7%	
OPPOSE	31.8%	56.6%	62.1%	4.1%	5.7%	2.7%	23.0%	54.6%	48.6%	59.5%	44.4%	5.4%	30.3%	63.6%	3.4%	18.5%	45.7%	-	31.2%	59.7%	
Somewhat	12.6%	29.2%	44.2%	1.4%	1.4%	1.4%	7.1%	23.0%	32.2%	15.5%	11.9%	0.9%	11.1%	24.3%	1.7%	4.7%	21.7%	-	7.3%	25.5%	
Strongly	19.2%	27.4%	17.9%	2.7%	4.3%	1.3%	15.8%	31.6%	16.4%	44.0%	32.4%	4.5%	19.2%	39.4%	1.7%	13.8%	24.0%	-	24.0%	34.1%	
DK/REFUSED	6.3%	11.1%	7.7%	0.3%	-	0.5%	2.8%	8.2%	9.7%	7.0%	2.9%	-	2.4%	8.1%	0.4%	3.1%	8.2%	0.7%	5.2%	10.0%	
Net Diff.	30.1%	-24.4%	-31.8%	91.5%	88.7%	94.0%	51.2%	-17.3%	-6.8%	-25.9%	8.4%	89.1%	36.9%	-35.4%	92.9%	59.8%	0.4%	99.3%	32.4%	-29.4%	
Mean	2.97	2.19	2.34	3.76	3.73	3.78	3.20	2.29	2.54	2.10	2.43	3.76	3.05	2.05	3.75	3.29	2.54	3.80	2.94	2.07	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	61.9%	93.4%	86.2%	53.2%	93.6%	85.8%	57.0%	31.6%	90.9%	68.5%	61.0%	62.0%	59.5%	64.9%	53.1%	53.4%	64.1%	74.9%	38.7%	60.0%
Strongly	47.8%	83.6%	68.0%	46.2%	83.5%	67.1%	50.7%	16.1%	78.3%	43.2%	44.8%	48.5%	45.0%	51.2%	42.4%	44.1%	46.9%	57.5%	16.5%	48.8%
Somewhat	14.1%	9.8%	18.2%	7.0%	10.2%	18.7%	6.2%	15.5%	12.6%	25.3%	16.2%	13.5%	14.5%	13.7%	10.7%	9.4%	17.2%	17.4%	22.2%	11.2%
OPPOSE	31.8%	6.6%	13.8%	43.1%	6.4%	14.2%	39.4%	58.0%	6.8%	28.8%	35.9%	30.8%	34.5%	29.3%	42.6%	40.0%	28.6%	19.9%	51.1%	33.8%
Somewhat	12.6%	2.2%	7.0%	17.2%	1.8%	7.2%	13.3%	22.0%	3.5%	19.6%	21.7%	11.0%	16.4%	7.3%	22.9%	7.8%	11.8%	7.0%	24.2%	7.9%
Strongly	19.2%	4.4%	6.8%	25.9%	4.6%	7.0%	26.1%	36.0%	3.3%	9.3%	14.2%	19.8%	18.1%	21.9%	19.8%	32.2%	16.9%	12.9%	26.9%	25.9%
DK/REFUSED	6.3%	-	-	3.7%	-	-	3.6%	10.4%	2.3%	2.7%	3.1%	7.2%	6.0%	5.8%	4.3%	6.6%	7.3%	5.2%	10.2%	6.2%
Net Diff.	30.1%	86.8%	72.4%	10.1%	87.3%	71.7%	17.6%	-26.4%	84.1%	39.6%	25.1%	31.2%	25.0%	35.6%	10.5%	13.5%	35.4%	55.0%	-12.4%	26.2%
Mean	2.97	3.73	3.47	2.76	3.73	3.46	2.85	2.13	3.70	3.05	2.94	2.98	2.92	3.00	2.79	2.70	3.02	3.26	2.32	2.88

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

	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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	61.9%	80.5%	74.6%	82.3%	75.7%	53.9%	78.8%	47.9%	71.3%	60.1%	82.4%	42.7%	66.8%	70.4%	88.5%	73.6%	88.4%	62.1%	61.5%	54.3%	52.2%	
Strongly	47.8%	73.7%	56.2%	75.4%	57.1%	40.5%	65.9%	39.3%	62.1%	41.8%	67.8%	27.1%	50.1%	60.2%	78.6%	63.5%	78.3%	48.9%	45.1%	41.7%	44.0%	
Somewhat	14.1%	6.7%	18.4%	7.0%	18.7%	13.4%	12.8%	8.6%	9.2%	18.4%	14.6%	15.6%	16.7%	10.2%	9.9%	10.1%	10.1%	13.2%	16.4%	12.5%	8.1%	
OPPOSE	31.8%	17.9%	20.8%	16.0%	19.6%	37.9%	18.7%	44.5%	24.6%	31.0%	15.9%	45.3%	30.6%	27.0%	9.4%	24.0%	9.6%	30.0%	35.9%	39.8%	42.4%	
Somewhat	12.6%	8.7%	5.8%	6.4%	5.8%	15.6%	5.8%	16.3%	5.4%	14.8%	6.0%	17.9%	9.7%	12.2%	2.8%	9.3%	2.8%	12.1%	13.1%	14.2%	16.4%	
Strongly	19.2%	9.3%	14.9%	9.6%	13.8%	22.3%	12.9%	28.2%	19.1%	16.1%	9.9%	27.4%	21.0%	14.9%	6.6%	14.6%	6.7%	17.9%	22.8%	25.6%	26.0%	
DK/REFUSED	6.3%	1.6%	4.7%	1.6%	4.6%	8.2%	2.5%	7.6%	4.1%	8.9%	1.7%	12.0%	2.6%	2.6%	2.0%	2.5%	2.1%	7.9%	2.6%	6.0%	5.5%	
Net Diff.	30.1%	62.5%	53.8%	66.3%	56.1%	16.0%	60.1%	3.4%	46.8%	29.1%	66.5%	-2.7%	36.1%	43.3%	79.1%	49.6%	78.8%	32.1%	25.6%	14.5%	9.8%	
Mean	2.97	3.47	3.21	3.51	3.25	2.79	3.35	2.64	3.19	2.94	3.43	2.48	2.98	3.19	3.64	3.25	3.63	3.01	2.86	2.75	2.74	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	61.9%	68.8%	67.4%	46.0%	51.0%	80.1%	77.3%	81.9%	78.2%	42.3%	80.5%	32.1%	79.2%	51.8%	81.3%	34.4%	73.9%	59.7%	86.1%	62.1%	86.7%
Strongly	47.8%	55.0%	45.7%	27.6%	34.8%	72.7%	60.4%	74.2%	61.2%	26.9%	67.1%	22.1%	69.7%	31.3%	65.5%	14.0%	60.1%	55.5%	72.9%	57.6%	73.7%
Somewhat	14.1%	13.8%	21.7%	18.5%	16.2%	7.4%	16.9%	7.6%	17.1%	15.4%	13.4%	9.9%	9.5%	20.5%	15.8%	20.4%	13.8%	4.2%	13.2%	4.5%	13.0%
OPPOSE	31.8%	21.6%	31.8%	41.5%	45.3%	17.2%	21.7%	15.3%	21.1%	47.6%	17.3%	59.1%	18.5%	36.8%	16.5%	52.5%	23.9%	37.1%	12.2%	34.4%	11.5%
Somewhat	12.6%	10.3%	11.0%	14.4%	19.9%	9.3%	3.0%	7.2%	2.8%	19.7%	5.2%	25.0%	3.5%	14.6%	6.2%	22.2%	4.1%	14.2%	5.9%	9.9%	6.2%
Strongly	19.2%	11.3%	20.7%	27.1%	25.5%	7.9%	18.7%	8.1%	18.3%	27.9%	12.1%	34.1%	15.0%	22.2%	10.3%	30.3%	19.8%	22.9%	6.2%	24.5%	5.3%
DK/REFUSED	6.3%	9.6%	0.8%	12.5%	3.7%	2.8%	1.0%	2.8%	0.7%	10.1%	2.2%	8.8%	2.3%	11.4%	2.1%	13.1%	2.1%	3.3%	1.7%	3.5%	1.8%
Net Diff.	30.1%	47.2%	35.7%	4.5%	5.6%	62.9%	55.6%	66.6%	57.1%	-5.3%	63.2%	-27.0%	60.6%	15.1%	64.8%	-18.1%	50.0%	22.6%	74.0%	27.7%	75.2%
Mean	2.97	3.24	2.93	2.53	2.63	3.49	3.20	3.52	3.22	2.46	3.39	2.22	3.37	2.69	3.39	2.21	3.17	2.95	3.56	2.99	3.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
SUPPORT	61.9%	45.5%	35.0%	51.1%	48.2%	80.2%	62.5%	99.6%	89.4%	35.2%	79.1%	56.0%	80.9%	38.2%	71.0%	61.4%	88.1%	63.9%	89.0%
Strongly	47.8%	29.7%	32.4%	38.2%	25.7%	67.7%	45.7%	90.8%	79.2%	24.1%	69.4%	35.3%	66.6%	18.7%	56.6%	53.8%	76.9%	55.9%	78.0%
Somewhat	14.1%	15.8%	2.6%	12.9%	22.5%	12.5%	16.8%	8.8%	10.1%	11.1%	9.7%	20.7%	14.3%	19.5%	14.3%	7.5%	11.2%	8.0%	11.0%
OPPOSE	31.8%	46.7%	61.2%	40.2%	42.5%	17.0%	32.6%	0.3%	8.8%	54.6%	18.6%	38.7%	16.0%	51.8%	23.7%	35.7%	11.6%	33.0%	10.6%
Somewhat	12.6%	20.3%	32.6%	15.3%	16.5%	5.3%	9.0%	0.3%	3.5%	24.0%	2.7%	16.4%	6.9%	21.8%	6.3%	16.9%	4.4%	13.2%	4.4%
Strongly	19.2%	26.5%	28.7%	24.9%	26.0%	11.7%	23.5%	-	5.3%	30.6%	15.9%	22.3%	9.1%	30.0%	17.4%	18.7%	7.1%	19.8%	6.3%
DK/REFUSED	6.3%	7.8%	3.8%	8.7%	9.3%	2.8%	4.9%	0.3%	1.8%	10.3%	2.3%	5.3%	3.1%	9.9%	5.3%	3.0%	0.3%	3.1%	0.3%
Net Diff.	30.1%	-1.3%	-26.2%	10.9%	5.7%	63.2%	29.9%	99.3%	80.5%	-19.4%	60.4%	17.2%	64.9%	-13.6%	47.3%	25.7%	76.6%	30.9%	78.4%
Mean	2.97	2.53	2.40	2.71	2.53	3.40	2.89	3.91	3.66	2.32	3.36	2.73	3.43	2.30	3.16	2.99	3.58	3.03	3.61



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
SUPPORT	61.9%	49.2%	78.3%	79.8%	39.7%	90.0%	53.3%	36.8%	72.8%	73.6%	56.7%	-	11.8%	58.2%	83.1%	85.3%	13.3%	100.0%	57.4%
Strongly	47.8%	32.2%	67.8%	69.2%	39.7%	90.0%	28.8%	24.0%	64.5%	65.0%	56.7%	-	11.8%	38.1%	70.7%	72.9%	13.3%	100.0%	30.5%
Somewhat	14.1%	17.0%	10.5%	10.6%	-	-	24.5%	12.7%	8.3%	8.6%	-	-	-	20.1%	12.4%	12.3%	-	-	26.9%
OPPOSE	31.8%	41.6%	19.4%	17.9%	60.3%	10.0%	38.8%	52.1%	26.3%	25.8%	43.3%	100.0%	-	33.9%	13.4%	11.1%	86.7%	-	42.6%
Somewhat	12.6%	16.1%	8.1%	6.7%	60.3%	10.0%	-	19.5%	10.5%	9.3%	43.3%	100.0%	-	13.6%	6.0%	4.5%	86.7%	-	-
Strongly	19.2%	25.5%	11.3%	11.2%	-	-	38.8%	32.6%	15.8%	16.5%	-	-	-	20.3%	7.4%	6.6%	-	-	42.6%
DK/REFUSED	6.3%	9.3%	2.3%	2.2%	-	-	7.9%	11.1%	0.9%	0.6%	-	-	88.2%	7.9%	3.5%	3.7%	-	-	-
Net Diff.	30.1%	7.6%	58.9%	61.9%	-20.5%	79.9%	14.5%	-15.4%	46.5%	47.9%	13.5%	-100%	11.8%	24.2%	69.7%	74.2%	-73.5%	100.0%	14.8%
Mean	2.97	2.62	3.38	3.41	2.79	3.80	2.47	2.32	3.23	3.23	3.13	2.00	4.00	2.82	3.52	3.57	2.27	4.00	2.45

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	61.9%	74.0%	49.6%	63.8%	58.9%	64.3%	59.1%	62.5%	61.8%	61.9%	60.7%	64.3%	50.1%	54.0%	53.3%	53.2%	55.8%	47.3%
Strongly	47.8%	66.0%	39.4%	39.5%	51.5%	50.1%	49.8%	47.4%	43.9%	50.7%	46.8%	50.1%	42.4%	42.9%	37.8%	46.7%	43.4%	41.3%
Somewhat	14.1%	7.9%	10.2%	24.3%	7.5%	14.2%	9.3%	15.0%	17.9%	11.2%	13.9%	14.2%	7.7%	11.1%	15.4%	6.5%	12.4%	6.0%
OPPOSE	31.8%	14.0%	41.1%	34.2%	30.4%	31.9%	30.5%	32.1%	32.6%	31.2%	31.8%	31.9%	34.4%	41.5%	38.0%	41.8%	35.2%	51.7%
Somewhat	12.6%	9.1%	17.3%	12.8%	13.4%	10.9%	14.1%	12.2%	13.4%	12.0%	13.4%	10.9%	14.0%	15.7%	17.0%	14.1%	14.6%	17.1%
Strongly	19.2%	4.8%	23.7%	21.5%	17.0%	21.0%	16.3%	19.9%	19.3%	19.2%	18.4%	21.0%	20.4%	25.8%	21.1%	27.8%	20.6%	34.6%
DK/REFUSED	6.3%	12.1%	9.3%	1.9%	10.7%	3.8%	10.4%	5.4%	5.5%	6.9%	7.5%	3.8%	15.4%	4.5%	8.7%	4.9%	9.0%	1.0%
Net Diff.	30.1%	60.0%	8.6%	29.6%	28.6%	32.4%	28.6%	30.4%	29.2%	30.7%	29.0%	32.4%	15.7%	12.5%	15.2%	11.4%	20.6%	-4.4%
Mean	2.97	3.54	2.72	2.84	3.05	2.97	3.03	2.95	2.91	3.00	2.96	2.97	2.85	2.74	2.77	2.76	2.86	2.54

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
SUPPORT	61.9%	67.2%	68.9%	69.3%	68.2%	64.8%	76.0%	53.3%	68.6%	70.5%	64.8%	50.4%	53.3%	61.0%	70.3%	56.8%	63.7%
Strongly	47.8%	56.5%	50.9%	49.2%	53.6%	49.6%	56.2%	42.7%	51.9%	58.5%	53.3%	31.5%	38.1%	42.5%	61.2%	44.9%	49.2%
Somewhat	14.1%	10.7%	18.0%	20.1%	14.6%	15.2%	19.8%	10.7%	16.8%	12.0%	11.5%	18.9%	15.2%	18.5%	9.1%	11.9%	14.4%
OPPOSE	31.8%	26.9%	25.0%	28.0%	23.5%	28.9%	18.3%	40.1%	25.3%	24.6%	30.5%	40.2%	15.9%	30.4%	25.5%	38.3%	32.6%
Somewhat	12.6%	14.2%	9.6%	10.2%	10.5%	12.3%	6.7%	15.3%	10.4%	10.3%	6.9%	20.8%	9.2%	16.5%	7.3%	17.1%	10.7%
Strongly	19.2%	12.7%	15.3%	17.7%	13.0%	16.6%	11.6%	24.7%	14.9%	14.3%	23.6%	19.4%	6.7%	13.9%	18.2%	21.2%	21.9%
DK/REFUSED	6.3%	5.8%	6.1%	2.8%	8.3%	6.3%	5.7%	6.6%	6.1%	4.9%	4.7%	9.4%	30.9%	8.6%	4.3%	4.8%	3.7%
Net Diff.	30.1%	40.3%	44.0%	41.3%	44.7%	36.0%	57.7%	13.3%	43.4%	45.9%	34.3%	10.2%	37.4%	30.6%	44.8%	18.5%	31.1%
Mean	2.97	3.18	3.11	3.04	3.19	3.04	3.28	2.76	3.12	3.21	2.99	2.69	3.22	2.98	3.18	2.85	2.94

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
SUPPORT	61.9%	60.7%	44.7%	55.2%	72.7%	75.9%	72.9%	18.0%	17.7%	19.3%	72.4%	68.8%	60.6%	72.1%	
Strongly	47.8%	46.1%	31.5%	46.6%	55.6%	60.5%	53.3%	9.2%	10.6%	4.1%	66.1%	45.4%	5.1%	61.3%	
Somewhat	14.1%	14.6%	13.2%	8.6%	17.1%	15.4%	19.6%	8.8%	7.1%	15.2%	6.3%	23.4%	55.5%	10.8%	
OPPOSE	31.8%	33.4%	42.5%	30.8%	27.1%	23.5%	25.1%	67.4%	63.8%	80.7%	17.5%	28.7%	39.4%	24.5%	
Somewhat	12.6%	15.0%	13.3%	6.5%	14.8%	9.9%	6.0%	18.0%	12.4%	38.7%	-	13.1%	-	18.2%	
Strongly	19.2%	18.4%	29.2%	24.3%	12.3%	13.6%	19.1%	49.4%	51.4%	42.0%	17.5%	15.6%	39.4%	6.3%	
DK/REFUSED	6.3%	5.9%	12.8%	14.0%	0.2%	0.6%	2.0%	14.6%	18.5%	-	10.1%	2.5%	-	3.4%	
Net Diff.	30.1%	27.2%	2.3%	24.4%	45.6%	52.4%	47.7%	-49.3%	-46.1%	-61.3%	54.9%	40.2%	21.2%	47.6%	
Mean	2.97	2.94	2.54	2.90	3.16	3.24	3.09	1.74	1.72	1.82	3.35	3.01	2.26	3.32	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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					
		HD 1	HD 5	HD 23	HD 27	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	114	22	22	25	46	93	21	16	5	100	98	1	12	12	-	3
SUPPORT	74.0%	72.1%	66.3%	69.5%	81.0%	75.3%	68.3%	77.4%	41.6%	78.4%	78.4%	76.0%	45.3%	45.3%	-	38.4%
Strongly	43.4%	50.3%	33.6%	44.8%	44.1%	41.9%	50.3%	59.5%	23.4%	47.2%	47.3%	40.5%	17.9%	17.9%	-	17.8%
Somewhat	30.6%	21.8%	32.7%	24.7%	36.9%	33.4%	18.0%	17.9%	18.3%	31.2%	31.1%	35.5%	27.4%	27.4%	-	20.6%
OPPOSE	20.4%	23.9%	26.5%	19.7%	16.3%	19.0%	26.7%	16.4%	56.6%	18.9%	19.1%	-	34.5%	34.5%	-	15.1%
Somewhat	6.9%	6.9%	10.0%	4.0%	7.0%	5.9%	11.2%	1.5%	39.7%	4.5%	4.5%	-	26.6%	26.6%	-	8.7%
Strongly	13.5%	16.9%	16.5%	15.7%	9.3%	13.1%	15.5%	15.0%	16.9%	14.4%	14.6%	-	7.9%	7.9%	-	6.4%
DK/REFUSED	5.6%	4.1%	7.2%	10.8%	2.7%	5.7%	5.0%	6.1%	1.8%	2.7%	2.5%	24.0%	20.2%	20.2%	-	46.6%
Net Diff.	53.6%	48.2%	39.8%	49.9%	64.8%	56.3%	41.6%	61.0%	-15.0%	59.6%	59.3%	76.0%	10.8%	10.8%	-	23.3%
Mean	3.10	3.10	2.90	3.11	3.19	3.10	3.09	3.30	2.49	3.14	3.14	3.53	2.69	2.69	-	2.93

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	114	24	3	23	64	7	19	26	62	1	0	17	41
SUPPORT	74.0%	76.2%	51.9%	73.9%	74.2%	66.1%	77.2%	62.9%	78.5%	14.8%	-	83.8%	71.2%
Strongly	43.4%	37.7%	7.7%	50.3%	44.7%	36.3%	38.7%	42.5%	46.2%	14.8%	-	36.3%	38.6%
Somewhat	30.6%	38.5%	44.1%	23.6%	29.5%	29.8%	38.5%	20.4%	32.3%	-	-	47.5%	32.6%
OPPOSE	20.4%	21.7%	48.1%	18.1%	19.5%	26.7%	22.8%	25.2%	16.9%	38.8%	100.0%	13.2%	23.6%
Somewhat	6.9%	3.1%	-	10.7%	7.2%	6.0%	13.1%	2.0%	7.1%	38.8%	-	4.4%	7.8%
Strongly	13.5%	18.6%	48.1%	7.4%	12.3%	20.6%	9.7%	23.2%	9.9%	-	100.0%	8.8%	15.7%
DK/REFUSED	5.6%	2.2%	-	8.0%	6.3%	7.2%	-	11.9%	4.6%	46.4%	-	3.1%	5.3%
Net Diff.	53.6%	54.5%	3.7%	55.8%	54.7%	39.4%	54.3%	37.7%	61.6%	-24.1%	-100%	70.6%	47.6%
Mean	3.10	2.97	2.11	3.27	3.14	2.88	3.06	2.93	3.20	2.55	1.00	3.15	2.99

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 -MENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total Answering	114	62	7	20	12	2	3	7	99	96	3	12	12	0	3
SUPPORT	74.0%	76.7%	72.8%	57.2%	82.1%	61.3%	100.0%	78.3%	78.4%	77.8%	100.0%	47.0%	47.0%	47.9%	39.2%
Strongly	43.4%	43.5%	72.8%	37.0%	34.2%	61.3%	-	63.9%	47.1%	46.6%	66.3%	17.2%	17.8%	-	30.4%
Somewhat	30.6%	33.1%	-	20.3%	47.9%	-	100.0%	14.4%	31.3%	31.2%	33.7%	29.9%	29.2%	47.9%	8.8%
OPPOSE	20.4%	19.3%	23.9%	36.5%	17.9%	-	-	-	19.1%	19.7%	-	33.6%	33.0%	52.1%	6.0%
Somewhat	6.9%	6.4%	21.5%	6.7%	8.4%	-	-	-	4.5%	4.6%	-	27.3%	26.4%	52.1%	-
Strongly	13.5%	12.9%	2.4%	29.8%	9.6%	-	-	-	14.7%	15.1%	-	6.3%	6.5%	-	6.0%
DK/REFUSED	5.6%	4.0%	3.3%	6.3%	-	38.7%	-	21.7%	2.4%	2.5%	-	19.3%	20.1%	-	54.8%
Net Diff.	53.6%	57.3%	48.9%	20.8%	64.2%	61.3%	100.0%	78.3%	59.3%	58.1%	100.0%	13.4%	14.0%	-4.3%	33.2%
Mean	3.10	3.12	3.48	2.69	3.07	4.00	3.00	3.82	3.14	3.12	3.66	2.72	2.73	2.48	3.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIDED	HANIG	BOTH
		HANIG			JORDAN			UNDE-	HANIG	BAL-	
							FIRM	CIDED		LOTS	
Total Answering	114	92	88	4	13	11	2	9	24	2	
SUPPORT	74.0%	77.7%	77.0%	91.5%	48.9%	37.1%	100.0%	73.6%	77.6%	61.7%	
Strongly	43.4%	45.7%	46.2%	36.2%	14.0%	17.2%	-	64.5%	38.4%	47.9%	
Somewhat	30.6%	32.0%	30.8%	55.3%	34.8%	19.9%	100.0%	9.0%	39.2%	13.8%	
OPPOSE	20.4%	20.1%	20.6%	8.5%	33.0%	40.6%	-	4.6%	20.2%	9.5%	
Somewhat	6.9%	4.4%	4.6%	-	27.1%	33.4%	-	2.6%	1.3%	-	
Strongly	13.5%	15.7%	16.1%	8.5%	5.9%	7.2%	-	2.0%	18.9%	9.5%	
DK/REFUSED	5.6%	2.2%	2.4%	-	18.1%	22.3%	-	21.8%	2.2%	28.8%	
Net Diff.	53.6%	57.6%	56.4%	83.0%	15.8%	-3.4%	100.0%	69.0%	57.3%	52.2%	
Mean	3.10	3.10	3.10	3.19	2.70	2.61	3.00	3.74	2.99	3.41	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	114	68	33	41	49	67	39	99	9	-	95	85	23	85	23	42	32	41	37	4	1
SUPPORT	74.0%	76.8%	70.7%	79.9%	70.5%	75.9%	72.3%	77.1%	64.6%	-	73.1%	100.0%	-	100.0%	-	81.4%	73.6%	66.8%	65.4%	89.2%	15.0%
Strongly	43.4%	44.7%	41.2%	50.7%	35.3%	45.8%	42.2%	44.1%	45.2%	-	39.7%	58.7%	-	58.7%	-	47.5%	41.3%	41.0%	39.3%	62.7%	15.0%
Somewhat	30.6%	32.0%	29.4%	29.1%	35.2%	30.1%	30.1%	33.0%	19.4%	-	33.5%	41.3%	-	41.3%	-	33.9%	32.3%	25.8%	26.1%	26.5%	-
OPPOSE	20.4%	19.8%	25.7%	16.1%	28.8%	21.9%	20.9%	19.9%	24.6%	-	24.2%	-	100.0%	-	100.0%	18.1%	14.7%	27.2%	29.3%	10.6%	-
Somewhat	6.9%	6.3%	11.0%	8.3%	6.8%	6.7%	7.4%	5.6%	11.8%	-	7.9%	-	33.7%	-	33.7%	3.4%	12.2%	6.3%	6.5%	5.3%	-
Strongly	13.5%	13.5%	14.6%	7.8%	22.0%	15.2%	13.5%	14.3%	12.9%	-	16.2%	-	66.3%	-	66.3%	14.7%	2.5%	20.9%	22.8%	5.3%	-
DK/REFUSED	5.6%	3.4%	3.7%	4.1%	0.6%	2.2%	6.7%	3.0%	10.8%	-	2.7%	-	-	-	-	0.5%	11.7%	6.0%	5.3%	0.1%	85.0%
Net Diff.	53.6%	57.0%	45.0%	63.8%	41.7%	54.0%	51.4%	57.2%	39.9%	-	49.0%	100.0%	-100%	100.0%	-100%	63.3%	59.0%	39.5%	36.1%	78.6%	15.0%
Mean	3.10	3.12	3.01	3.28	2.84	3.09	3.08	3.10	3.09	-	2.99	3.59	1.34	3.59	1.34	3.15	3.27	2.92	2.86	3.47	4.00

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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		
		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 Answering	114	23	14	24	19	17	17	34	15	36	8	17	4	6	16	3
SUPPORT	74.0%	78.2%	73.2%	70.2%	85.3%	74.0%	61.7%	77.0%	89.6%	67.3%	100.0%	60.4%	61.3%	100.0%	59.9%	74.9%
Strongly	43.4%	37.7%	40.1%	42.0%	59.7%	42.2%	39.5%	46.3%	76.1%	39.2%	52.8%	10.7%	55.7%	54.5%	9.7%	67.5%
Somewhat	30.6%	40.5%	33.1%	28.3%	25.6%	31.7%	22.1%	30.7%	13.5%	28.1%	47.2%	49.7%	5.6%	45.5%	50.2%	7.5%
OPPOSE	20.4%	21.8%	15.9%	26.2%	13.5%	13.6%	28.6%	22.4%	2.3%	26.1%	-	25.9%	37.2%	-	26.2%	23.2%
Somewhat	6.9%	0.9%	14.5%	8.6%	6.5%	10.3%	3.0%	4.2%	-	7.1%	-	23.2%	-	-	23.5%	-
Strongly	13.5%	20.9%	1.5%	17.6%	7.0%	3.3%	25.6%	18.2%	2.3%	19.0%	-	2.7%	37.2%	-	2.7%	23.2%
DK/REFUSED	5.6%	-	10.9%	3.5%	1.2%	12.4%	9.7%	0.7%	8.1%	6.6%	-	13.7%	1.4%	-	13.9%	1.9%
Net Diff.	53.6%	56.4%	57.2%	44.0%	71.8%	60.4%	33.0%	54.6%	87.3%	41.2%	100.0%	34.4%	24.1%	100.0%	33.7%	51.7%
Mean	3.10	2.95	3.25	2.98	3.40	3.29	2.84	3.06	3.78	2.94	3.53	2.79	2.81	3.54	2.78	3.21

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	114	26	13	3	2	1	22	81	34	47	6	1	10	46	1	11	35	0	16	62
SUPPORT	74.0%	79.4%	81.4%	23.8%	25.2%	21.8%	66.4%	77.9%	75.6%	79.5%	100.0%	-	48.8%	82.0%	43.8%	82.4%	72.5%	-	61.2%	77.7%
Strongly	43.4%	52.4%	37.6%	15.4%	25.2%	-	54.6%	39.7%	40.2%	39.4%	64.2%	-	41.0%	40.3%	28.2%	66.9%	39.0%	-	53.7%	45.0%
Somewhat	30.6%	27.0%	43.8%	8.5%	-	21.8%	11.8%	38.2%	35.4%	40.1%	35.8%	-	7.8%	41.7%	15.6%	15.5%	33.6%	-	7.5%	32.8%
OPPOSE	20.4%	19.7%	18.6%	70.2%	74.8%	62.9%	32.1%	17.8%	14.9%	19.9%	-	100.0%	48.1%	16.2%	45.1%	17.6%	19.9%	-	36.8%	18.4%
Somewhat	6.9%	1.7%	7.4%	62.4%	62.0%	62.9%	12.7%	4.2%	8.1%	1.5%	-	82.9%	26.6%	1.2%	45.1%	-	8.1%	-	10.7%	3.7%
Strongly	13.5%	18.1%	11.2%	7.8%	12.8%	-	19.4%	13.6%	6.9%	18.4%	-	17.1%	21.5%	15.0%	-	17.6%	11.8%	-	26.1%	14.7%
DK/REFUSED	5.6%	0.9%	-	6.0%	-	15.4%	1.5%	4.3%	9.4%	0.6%	-	-	3.1%	1.8%	11.0%	-	7.6%	100.0%	2.0%	3.9%
Net Diff.	53.6%	59.7%	62.8%	-46.3%	-49.6%	-41.1%	34.3%	60.1%	60.7%	59.7%	100.0%	-100%	0.7%	65.8%	-1.3%	64.8%	52.6%	-	24.4%	59.4%
Mean	3.10	3.15	3.08	2.33	2.38	2.26	3.03	3.09	3.20	3.01	3.64	1.83	2.71	3.09	2.81	3.32	3.08	-	2.91	3.12

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	114	3	5	18	2	5	15	100	14	1	20	92	68	33	33	21	35	13	51	25
SUPPORT	74.0%	25.4%	81.1%	78.6%	19.5%	81.1%	79.8%	78.0%	45.9%	62.0%	83.9%	71.8%	77.0%	68.8%	73.5%	68.4%	80.3%	69.3%	75.8%	73.8%
Strongly	43.4%	16.3%	58.2%	21.9%	9.7%	58.2%	18.7%	47.0%	19.0%	21.1%	36.4%	46.1%	45.7%	43.9%	39.9%	45.3%	51.2%	41.7%	50.8%	50.4%
Somewhat	30.6%	9.0%	22.9%	56.8%	9.7%	22.9%	61.1%	31.1%	27.0%	41.0%	47.5%	25.7%	31.3%	24.8%	33.6%	23.1%	29.1%	27.7%	25.0%	23.4%
OPPOSE	20.4%	74.6%	18.9%	15.7%	80.5%	18.9%	13.5%	19.2%	29.1%	29.4%	14.5%	21.6%	17.2%	24.7%	22.2%	27.5%	12.5%	20.1%	19.2%	21.9%
Somewhat	6.9%	66.3%	18.9%	6.1%	71.6%	18.9%	7.3%	4.5%	24.7%	-	7.5%	6.4%	4.5%	9.6%	4.0%	12.3%	4.9%	5.2%	3.9%	6.2%
Strongly	13.5%	8.3%	-	9.6%	8.9%	-	6.2%	14.7%	4.4%	29.4%	7.0%	15.2%	12.7%	15.1%	18.2%	15.2%	7.6%	14.9%	15.3%	15.7%
DK/REFUSED	5.6%	-	-	5.7%	-	-	6.7%	2.7%	25.0%	8.6%	1.6%	6.6%	5.8%	6.5%	4.3%	4.1%	7.1%	10.6%	5.0%	4.3%
Net Diff.	53.6%	-49.3%	62.3%	62.9%	-61.0%	62.3%	66.3%	58.8%	16.9%	32.6%	69.5%	50.2%	59.8%	44.1%	51.2%	40.9%	67.8%	49.2%	56.6%	51.8%
Mean	3.10	2.33	3.39	2.96	2.20	3.39	2.99	3.13	2.81	2.59	3.15	3.10	3.17	3.04	2.99	3.03	3.33	3.07	3.17	3.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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
TotalAnswering	114	16	8	14	7	69	25	40	11	29	14	51	17	18	7	15	7	69	42	38	21	
SUPPORT	74.0%	82.0%	52.7%	79.4%	56.3%	79.2%	61.7%	73.4%	61.7%	87.2%	61.8%	81.6%	64.1%	72.4%	58.2%	72.0%	58.1%	73.8%	73.9%	73.4%	73.3%	
Strongly	43.4%	30.5%	24.4%	27.9%	23.5%	49.4%	33.4%	46.8%	25.9%	52.8%	39.3%	57.2%	38.8%	27.2%	22.3%	24.2%	22.0%	43.5%	43.3%	38.6%	41.2%	
Somewhat	30.6%	51.5%	28.3%	51.5%	32.8%	29.9%	28.3%	26.6%	35.7%	34.4%	22.4%	24.4%	25.3%	45.2%	36.0%	47.8%	36.1%	30.3%	30.6%	34.7%	32.1%	
OPPOSE	20.4%	11.3%	34.0%	12.9%	28.3%	17.9%	29.0%	24.5%	27.5%	9.0%	30.2%	16.8%	30.3%	21.3%	27.1%	20.4%	27.2%	18.2%	25.3%	22.1%	25.2%	
Somewhat	6.9%	6.3%	20.1%	7.2%	23.3%	5.5%	14.7%	5.9%	14.0%	4.9%	15.2%	3.3%	10.8%	11.5%	24.0%	14.0%	24.1%	7.5%	6.4%	7.4%	7.4%	
Strongly	13.5%	5.0%	13.9%	5.7%	5.0%	12.5%	14.4%	18.6%	13.5%	4.1%	15.0%	13.4%	19.5%	9.8%	3.1%	6.4%	3.1%	10.8%	18.9%	14.8%	17.8%	
DK/REFUSED	5.6%	6.8%	13.3%	7.7%	15.4%	2.8%	9.2%	2.1%	10.8%	3.9%	8.0%	1.6%	5.5%	6.3%	14.7%	7.6%	14.8%	8.0%	0.8%	4.5%	1.6%	
Net Diff.	53.6%	70.7%	18.7%	66.5%	28.0%	61.3%	32.7%	48.9%	34.1%	78.2%	31.5%	64.8%	33.8%	51.0%	31.2%	51.6%	30.9%	55.6%	48.6%	51.3%	48.1%	
Mean	3.10	3.15	2.73	3.10	2.88	3.20	2.89	3.04	2.83	3.41	2.94	3.27	2.88	2.96	2.91	2.97	2.90	3.16	2.99	3.02	2.98	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	114	31	22	52	32	17	10	15	9	83	25	47	10	36	15	65	15	18	10	16	9
SUPPORT	74.0%	74.4%	74.5%	77.0%	71.6%	63.9%	82.1%	59.1%	89.0%	79.0%	63.2%	82.2%	54.1%	74.8%	69.4%	77.6%	74.4%	84.4%	48.5%	82.2%	52.7%
Strongly	43.4%	49.6%	45.3%	49.4%	48.7%	25.3%	26.2%	22.2%	25.7%	45.4%	39.5%	41.6%	46.7%	50.4%	34.5%	49.5%	51.4%	30.5%	23.0%	27.5%	25.0%
Somewhat	30.6%	24.8%	29.3%	27.6%	22.9%	38.6%	55.8%	36.9%	63.3%	33.7%	23.8%	40.7%	7.4%	24.4%	35.0%	28.0%	23.0%	53.8%	25.5%	54.7%	27.7%
OPPOSE	20.4%	13.4%	25.5%	16.6%	27.4%	23.6%	17.9%	26.7%	11.0%	15.2%	30.9%	13.3%	43.5%	17.7%	22.2%	16.9%	24.0%	9.0%	41.3%	10.3%	36.2%
Somewhat	6.9%	7.6%	5.5%	2.5%	8.4%	22.3%	-	25.3%	-	3.2%	13.4%	1.0%	19.9%	6.1%	9.0%	3.4%	-	2.5%	33.4%	2.8%	36.2%
Strongly	13.5%	5.8%	20.0%	14.0%	19.0%	1.2%	17.9%	1.4%	11.0%	12.0%	17.4%	12.3%	23.6%	11.6%	13.2%	13.5%	24.0%	6.6%	8.0%	7.5%	-
DK/REFUSED	5.6%	12.3%	-	6.5%	1.0%	12.5%	-	14.2%	-	5.8%	5.9%	4.5%	2.4%	7.5%	8.4%	5.5%	1.6%	6.6%	10.2%	7.5%	11.0%
Net Diff.	53.6%	61.0%	49.0%	60.4%	44.2%	40.3%	64.1%	32.4%	78.0%	63.9%	32.4%	68.9%	10.6%	57.2%	47.3%	60.7%	50.4%	75.3%	7.2%	71.9%	16.5%
Mean	3.10	3.35	3.00	3.20	3.02	3.01	2.90	2.93	3.04	3.19	2.91	3.17	2.79	3.23	2.99	3.20	3.03	3.16	2.71	3.10	2.87

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	114	77	23	13	41	26	18	0	7	46	10	31	15	60	17	17	8	15	7
SUPPORT	74.0%	76.7%	78.1%	65.1%	79.5%	65.7%	66.6%	88.7%	63.4%	78.9%	51.3%	73.4%	75.5%	75.8%	68.4%	79.7%	62.1%	77.0%	68.0%
Strongly	43.4%	48.2%	36.8%	24.9%	61.5%	35.0%	37.3%	88.7%	29.0%	49.5%	15.6%	46.3%	48.3%	51.6%	42.2%	36.5%	21.5%	35.0%	21.9%
Somewhat	30.6%	28.5%	41.3%	40.2%	18.0%	30.7%	29.3%	-	34.4%	29.4%	35.7%	27.1%	27.2%	24.2%	26.2%	43.2%	40.6%	42.0%	46.1%
OPPOSE	20.4%	19.1%	15.8%	26.7%	18.5%	31.7%	32.6%	-	29.7%	19.3%	46.0%	18.7%	22.0%	20.5%	29.0%	14.2%	37.9%	16.0%	32.0%
Somewhat	6.9%	7.1%	11.2%	1.5%	6.6%	9.3%	1.3%	-	29.7%	7.2%	9.9%	7.0%	8.9%	6.7%	-	8.6%	28.2%	9.8%	32.0%
Strongly	13.5%	11.9%	4.6%	25.1%	11.9%	22.4%	31.3%	-	-	12.1%	36.0%	11.6%	13.1%	13.8%	29.0%	5.5%	9.6%	6.3%	-
DK/REFUSED	5.6%	4.2%	6.1%	8.3%	1.9%	2.6%	0.9%	11.3%	6.9%	1.8%	2.7%	7.9%	2.5%	3.7%	2.6%	6.1%	-	6.9%	-
Net Diff.	53.6%	57.6%	62.2%	38.4%	61.0%	34.0%	34.0%	88.7%	33.7%	59.6%	5.4%	54.8%	53.5%	55.3%	39.4%	65.5%	24.3%	61.0%	36.0%
Mean	3.10	3.18	3.17	2.71	3.32	2.80	2.73	4.00	2.99	3.18	2.32	3.17	3.14	3.18	2.84	3.18	2.74	3.14	2.90

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

	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 Answering	114	85	29	25	2	0	1	44	17	15	1	0	0	40	12	10	1	-	1
SUPPORT	74.0%	75.0%	71.4%	71.0%	100.0%	100.0%	17.0%	71.4%	81.3%	80.0%	100.0%	100.0%	100.0%	79.0%	57.5%	57.0%	100.0%	-	-
Strongly	43.4%	48.5%	28.8%	27.1%	52.3%	100.0%	17.0%	41.1%	37.0%	32.3%	100.0%	100.0%	100.0%	56.6%	17.3%	19.0%	15.3%	-	-
Somewhat	30.6%	26.6%	42.6%	43.9%	47.7%	-	-	30.3%	44.4%	47.6%	-	-	-	22.5%	40.2%	38.0%	84.7%	-	-
OPPOSE	20.4%	20.5%	20.4%	19.8%	-	-	83.0%	24.0%	18.0%	19.3%	-	-	-	16.6%	23.8%	20.5%	-	-	100.0%
Somewhat	6.9%	4.7%	13.5%	15.2%	-	-	-	5.1%	12.4%	13.3%	-	-	-	4.3%	15.0%	18.1%	-	-	-
Strongly	13.5%	15.7%	6.9%	4.6%	-	-	83.0%	18.8%	5.6%	6.0%	-	-	-	12.3%	8.8%	2.3%	-	-	100.0%
DK/REFUSED	5.6%	4.5%	8.2%	9.2%	-	-	-	4.6%	0.6%	0.7%	-	-	-	4.4%	18.7%	22.5%	-	-	-
Net Diff.	53.6%	54.6%	51.0%	51.2%	100.0%	100.0%	-66.1%	47.4%	63.3%	60.6%	100.0%	100.0%	100.0%	62.5%	33.7%	36.5%	100.0%	-	-100%
Mean	3.10	3.13	3.02	3.03	3.52	4.00	1.51	2.98	3.13	3.07	4.00	4.00	4.00	3.29	2.81	2.95	3.15	-	1.00



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	114	5	16	26	32	34	22	92	48	66	80	34	13	49	27	34	41	21
SUPPORT	74.0%	92.3%	82.9%	70.9%	75.5%	67.8%	85.3%	71.3%	77.4%	71.5%	76.7%	67.8%	80.3%	72.3%	69.7%	77.2%	69.8%	82.1%
Strongly	43.4%	54.8%	50.1%	25.1%	54.0%	42.7%	51.2%	41.6%	37.0%	48.1%	43.8%	42.7%	52.5%	36.7%	30.5%	47.5%	34.9%	49.9%
Somewhat	30.6%	37.6%	32.9%	45.7%	21.5%	25.1%	34.0%	29.7%	40.4%	23.4%	32.9%	25.1%	27.8%	35.6%	39.2%	29.8%	34.9%	32.2%
OPPOSE	20.4%	6.8%	15.3%	25.9%	23.5%	17.9%	13.2%	22.1%	20.1%	20.6%	21.5%	17.9%	18.9%	23.1%	26.8%	18.5%	27.1%	12.5%
Somewhat	6.9%	3.5%	14.1%	5.5%	4.7%	7.1%	11.5%	5.8%	8.2%	5.9%	6.8%	7.1%	15.9%	4.8%	7.3%	6.8%	7.4%	6.3%
Strongly	13.5%	3.2%	1.2%	20.4%	18.8%	10.9%	1.7%	16.3%	11.9%	14.7%	14.7%	10.9%	3.0%	18.3%	19.4%	11.7%	19.7%	6.1%
DK/REFUSED	5.6%	0.9%	1.7%	3.2%	1.0%	14.2%	1.5%	6.6%	2.5%	7.9%	1.9%	14.2%	0.8%	4.7%	3.5%	4.2%	3.1%	5.5%
Net Diff.	53.6%	85.6%	67.6%	44.9%	52.1%	49.9%	72.1%	49.2%	57.3%	50.9%	55.2%	49.9%	61.4%	49.2%	43.0%	58.7%	42.7%	69.6%
Mean	3.10	3.45	3.34	2.78	3.12	3.16	3.37	3.03	3.05	3.14	3.08	3.16	3.31	2.95	2.84	3.18	2.88	3.33

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	114	9	43	21	32	39	14	62	53	29	37	49	8	20	9	27	50
SUPPORT	74.0%	92.2%	70.3%	87.6%	65.4%	83.9%	46.3%	73.9%	74.1%	62.7%	74.6%	80.2%	88.2%	87.8%	75.6%	59.9%	73.6%
Strongly	43.4%	49.5%	47.2%	45.6%	48.8%	53.1%	31.9%	39.9%	47.6%	54.6%	31.2%	46.1%	56.8%	46.6%	36.8%	38.3%	44.2%
Somewhat	30.6%	42.7%	23.1%	42.0%	16.6%	30.8%	14.4%	34.0%	26.5%	8.1%	43.4%	34.0%	31.4%	41.2%	38.8%	21.6%	29.5%
OPPOSE	20.4%	5.4%	21.0%	11.4%	22.8%	15.5%	26.2%	22.2%	18.3%	24.5%	20.2%	18.1%	4.9%	8.9%	21.3%	35.2%	19.3%
Somewhat	6.9%	5.4%	6.9%	9.4%	4.9%	6.1%	8.2%	7.1%	6.7%	7.3%	5.0%	8.1%	-	2.1%	-	19.4%	4.4%
Strongly	13.5%	-	14.1%	2.0%	17.9%	9.4%	18.0%	15.1%	11.6%	17.2%	15.3%	10.0%	4.9%	6.8%	21.3%	15.7%	14.9%
DK/REFUSED	5.6%	2.4%	8.7%	1.1%	11.8%	0.6%	27.5%	3.9%	7.6%	12.8%	5.2%	1.7%	6.9%	3.3%	3.1%	5.0%	7.1%
Net Diff.	53.6%	86.7%	49.3%	76.2%	42.6%	68.4%	20.1%	51.7%	55.8%	38.2%	54.4%	62.0%	83.4%	78.9%	54.4%	24.7%	54.3%
Mean	3.10	3.45	3.13	3.33	3.09	3.28	2.83	3.03	3.19	3.15	2.95	3.18	3.51	3.32	2.94	2.87	3.11

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	114	41	29	18	13	14	8	26	21	6	0	6	2	4	
SUPPORT	74.0%	77.4%	70.0%	67.5%	76.0%	79.0%	44.9%	71.9%	71.6%	72.9%	63.4%	73.0%	63.0%	78.6%	
Strongly	43.4%	42.1%	43.2%	32.6%	44.3%	61.2%	29.8%	40.7%	38.3%	49.8%	-	59.3%	63.0%	57.2%	
Somewhat	30.6%	35.3%	26.7%	34.9%	31.7%	17.8%	15.1%	31.1%	33.3%	23.1%	63.4%	13.8%	-	21.4%	
OPPOSE	20.4%	19.0%	25.2%	18.0%	16.6%	21.0%	47.7%	21.8%	20.3%	27.1%	-	26.3%	37.0%	20.4%	
Somewhat	6.9%	11.0%	4.4%	3.7%	-	10.2%	25.7%	1.1%	1.4%	-	-	4.6%	-	7.1%	
Strongly	13.5%	8.0%	20.8%	14.3%	16.6%	10.8%	22.0%	20.7%	19.0%	27.1%	-	21.7%	37.0%	13.3%	
DK/REFUSED	5.6%	3.6%	4.8%	14.5%	7.4%	-	7.4%	6.4%	8.1%	-	36.6%	0.6%	-	1.0%	
Net Diff.	53.6%	58.4%	44.7%	49.4%	59.3%	58.0%	-2.9%	50.1%	51.3%	45.7%	63.4%	46.7%	26.0%	58.2%	
Mean	3.10	3.16	2.97	3.00	3.12	3.29	2.57	2.98	2.99	2.96	3.00	3.11	2.89	3.24	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
SUPPORT	90.1%	88.0%	88.4%	87.3%	93.1%	90.3%	89.3%	92.6%	78.6%	84.1%	83.9%	91.2%	95.3%	95.2%	100.0%	93.6%
Strongly	64.4%	60.2%	58.8%	68.1%	67.1%	62.6%	71.2%	74.7%	59.5%	47.7%	47.6%	50.6%	80.8%	80.7%	84.7%	62.7%
Somewhat	25.7%	27.8%	29.7%	19.2%	26.0%	27.8%	18.1%	17.9%	19.0%	36.4%	36.3%	40.5%	14.5%	14.4%	15.3%	30.9%
OPPOSE	7.8%	10.3%	9.1%	8.2%	5.9%	7.4%	9.0%	5.4%	20.8%	13.9%	14.3%	-	3.0%	3.0%	-	1.6%
Somewhat	2.6%	3.0%	3.4%	1.7%	2.5%	2.3%	3.8%	0.5%	14.6%	3.3%	3.4%	-	2.3%	2.3%	-	0.9%
Strongly	5.2%	7.3%	5.7%	6.5%	3.4%	5.1%	5.2%	4.9%	6.2%	10.6%	10.9%	-	0.7%	0.7%	-	0.7%
DK/REFUSED	2.1%	1.7%	2.5%	4.5%	1.0%	2.2%	1.7%	2.0%	0.7%	2.0%	1.8%	8.8%	1.7%	1.8%	-	4.9%
Net Diff.	82.3%	77.7%	79.3%	79.1%	87.2%	82.9%	80.3%	87.2%	57.8%	70.2%	69.6%	91.2%	92.3%	92.1%	100.0%	92.0%
Mean	3.53	3.43	3.45	3.56	3.58	3.51	3.58	3.66	3.33	3.24	3.23	3.56	3.79	3.78	3.85	3.64

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
SUPPORT	90.1%	85.3%	93.3%	91.3%	90.3%	95.5%	82.5%	87.2%	90.8%	84.7%	99.6%	92.3%	89.0%
Strongly	64.4%	45.3%	77.2%	63.4%	67.6%	83.7%	43.0%	53.8%	66.1%	74.2%	98.5%	61.0%	59.0%
Somewhat	25.7%	40.0%	16.1%	27.9%	22.7%	11.8%	39.5%	33.4%	24.7%	10.5%	1.2%	31.2%	30.0%
OPPOSE	7.8%	13.4%	6.7%	6.0%	7.3%	3.5%	17.5%	8.7%	7.2%	7.0%	0.4%	6.2%	9.0%
Somewhat	2.6%	1.9%	-	3.6%	2.7%	0.8%	10.1%	0.7%	3.0%	7.0%	-	2.1%	3.0%
Strongly	5.2%	11.5%	6.7%	2.5%	4.6%	2.7%	7.5%	8.0%	4.2%	-	0.4%	4.2%	6.0%
DK/REFUSED	2.1%	1.3%	-	2.7%	2.3%	1.0%	-	4.1%	1.9%	8.4%	-	1.5%	2.0%
Net Diff.	82.3%	71.9%	86.5%	85.2%	83.0%	92.0%	64.9%	78.5%	83.6%	77.7%	99.3%	86.0%	80.0%
Mean	3.53	3.21	3.64	3.56	3.57	3.78	3.18	3.39	3.56	3.73	3.98	3.51	3.45

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
SUPPORT	90.1%	88.1%	95.8%	86.1%	93.8%	92.5%	100.0%	87.1%	84.7%	84.3%	100.0%	95.3%	95.3%	89.7%	91.7%
Strongly	64.4%	53.7%	90.6%	64.9%	67.7%	72.1%	60.3%	58.9%	47.6%	47.0%	71.0%	79.9%	80.4%	45.1%	73.2%
Somewhat	25.7%	34.4%	5.2%	21.1%	26.1%	20.4%	39.7%	28.2%	37.1%	37.3%	29.0%	15.4%	14.9%	44.6%	18.5%
OPPOSE	7.8%	9.9%	3.7%	11.9%	6.2%	-	-	-	13.6%	13.9%	-	3.0%	2.9%	10.3%	0.8%
Somewhat	2.6%	3.3%	3.3%	2.2%	2.9%	-	-	-	3.2%	3.3%	-	2.4%	2.3%	10.3%	-
Strongly	5.2%	6.6%	0.4%	9.7%	3.3%	-	-	-	10.4%	10.6%	-	0.6%	0.6%	-	0.8%
DK/REFUSED	2.1%	2.1%	0.5%	2.0%	-	7.5%	-	12.9%	1.7%	1.8%	-	1.7%	1.8%	-	7.5%
Net Diff.	82.3%	78.2%	92.2%	74.2%	87.5%	92.5%	100.0%	87.1%	71.1%	70.5%	100.0%	92.2%	92.5%	79.4%	90.9%
Mean	3.53	3.38	3.87	3.44	3.58	3.78	3.60	3.68	3.24	3.23	3.71	3.78	3.78	3.35	3.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-UNDE- ABLE-CIDED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
SUPPORT	90.1%	83.9%	83.6%	92.4%	95.3%	95.1%	100.0%	91.7%	84.1%	95.4%
Strongly	64.4%	46.9%	47.1%	42.2%	78.9%	80.3%	47.4%	68.9%	39.7%	71.2%
Somewhat	25.7%	37.0%	36.5%	50.2%	16.3%	14.8%	52.6%	22.8%	44.4%	24.3%
OPPOSE	7.8%	14.5%	14.7%	7.6%	3.1%	3.2%	-	1.5%	14.4%	1.1%
Somewhat	2.6%	3.1%	3.3%	-	2.5%	2.6%	-	0.8%	0.9%	-
Strongly	5.2%	11.3%	11.5%	7.6%	0.5%	0.6%	-	0.6%	13.4%	1.1%
DK/REFUSED	2.1%	1.6%	1.7%	-	1.7%	1.7%	-	6.9%	1.6%	3.4%
Net Diff.	82.3%	69.4%	68.8%	84.8%	92.2%	91.9%	100.0%	90.2%	69.7%	94.3%
Mean	3.53	3.21	3.21	3.27	3.77	3.78	3.47	3.72	3.12	3.71

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
SUPPORT	90.1%	92.4%	85.6%	93.2%	89.0%	89.9%	91.0%	90.7%	90.7%	100.0%	73.1%	100.0%	-	100.0%	-	87.2%	94.7%	83.6%	82.4%	94.6%	84.2%
Strongly	64.4%	68.4%	53.6%	67.0%	61.4%	64.8%	64.0%	61.9%	79.3%	77.2%	39.7%	58.7%	-	71.4%	-	47.6%	76.0%	54.7%	51.5%	76.1%	79.4%
Somewhat	25.7%	24.1%	32.0%	26.2%	27.6%	25.2%	27.0%	28.7%	11.4%	22.8%	33.5%	41.3%	-	28.6%	-	39.6%	18.7%	28.8%	30.9%	18.5%	4.8%
OPPOSE	7.8%	6.5%	12.6%	5.5%	10.7%	9.1%	6.8%	8.1%	6.5%	-	24.2%	-	100.0%	-	100.0%	12.4%	3.0%	13.5%	14.9%	5.3%	-
Somewhat	2.6%	2.1%	5.4%	2.8%	2.5%	2.8%	2.4%	2.3%	3.1%	-	7.9%	-	33.7%	-	33.7%	2.3%	2.5%	3.1%	3.3%	2.7%	-
Strongly	5.2%	4.4%	7.2%	2.7%	8.2%	6.3%	4.4%	5.8%	3.4%	-	16.2%	-	66.3%	-	66.3%	10.1%	0.5%	10.3%	11.6%	2.7%	-
DK/REFUSED	2.1%	1.1%	1.8%	1.4%	0.2%	0.9%	2.2%	1.2%	2.8%	-	2.7%	-	-	-	-	0.4%	2.4%	3.0%	2.7%	0.1%	15.8%
Net Diff.	82.3%	86.0%	73.0%	87.7%	78.3%	80.8%	84.2%	82.6%	84.2%	100.0%	49.0%	100.0%	-100%	100.0%	-100%	74.8%	91.7%	70.1%	67.5%	89.3%	84.2%
Mean	3.53	3.58	3.34	3.60	3.43	3.50	3.54	3.49	3.71	3.77	2.99	3.59	1.34	3.71	1.34	3.25	3.74	3.32	3.26	3.68	3.94



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
SUPPORT	90.1%	81.9%	93.9%	82.6%	91.7%	95.2%	84.5%	84.6%	97.0%	81.8%	100.0%	93.7%	90.5%	100.0%	93.6%	94.8%
Strongly	64.4%	41.1%	73.7%	56.1%	53.0%	77.5%	53.4%	46.6%	73.1%	52.0%	52.8%	77.5%	65.3%	54.0%	77.0%	70.0%
Somewhat	25.7%	40.8%	20.2%	26.5%	38.7%	17.7%	31.2%	38.0%	23.9%	29.8%	47.2%	16.2%	25.2%	46.0%	16.6%	24.7%
OPPOSE	7.8%	18.1%	3.6%	15.4%	7.6%	2.5%	11.6%	15.0%	0.7%	14.5%	-	4.1%	9.2%	-	4.2%	4.8%
Somewhat	2.6%	0.7%	3.3%	5.1%	3.7%	1.9%	1.2%	2.8%	-	4.0%	-	3.7%	-	-	3.8%	-
Strongly	5.2%	17.4%	0.3%	10.3%	3.9%	0.6%	10.3%	12.1%	0.7%	10.5%	-	0.4%	9.2%	-	0.4%	4.8%
DK/REFUSED	2.1%	-	2.5%	2.1%	0.7%	2.3%	3.9%	0.4%	2.4%	3.7%	-	2.2%	0.3%	-	2.2%	0.4%
Net Diff.	82.3%	63.7%	90.3%	67.2%	84.1%	92.7%	73.0%	69.7%	96.3%	67.3%	100.0%	89.6%	81.3%	100.0%	89.4%	89.9%
Mean	3.53	3.06	3.71	3.31	3.42	3.76	3.33	3.20	3.73	3.28	3.53	3.75	3.47	3.54	3.74	3.61

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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/			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	CONSERVATIVE
Total	300	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89	
SUPPORT	90.1%	86.1%	87.0%	96.7%	95.8%	97.5%	91.3%	86.1%	85.8%	86.4%	100.0%	94.6%	83.3%	87.1%	97.9%	96.2%	85.2%	99.3%	85.9%	84.5%	
Strongly	64.4%	47.2%	45.1%	83.0%	84.7%	81.5%	72.3%	46.3%	47.2%	45.6%	52.1%	86.2%	67.8%	44.5%	81.1%	75.1%	48.1%	79.9%	69.2%	41.9%	
Somewhat	25.7%	38.8%	41.9%	13.7%	11.1%	16.0%	19.0%	39.8%	38.6%	40.8%	47.9%	8.3%	15.5%	42.6%	16.8%	21.1%	37.1%	19.4%	16.7%	42.6%	
OPPOSE	7.8%	13.4%	13.0%	3.1%	4.2%	2.0%	8.3%	11.2%	8.7%	13.2%	-	5.4%	15.7%	11.6%	1.7%	3.8%	10.7%	-	13.4%	12.8%	
Somewhat	2.6%	1.1%	5.2%	2.7%	3.5%	2.0%	3.3%	2.6%	4.7%	1.0%	-	4.5%	8.7%	0.9%	1.7%	-	4.4%	-	3.9%	2.6%	
Strongly	5.2%	12.2%	7.8%	0.3%	0.7%	-	5.0%	8.5%	4.0%	12.2%	-	0.9%	7.0%	10.8%	-	3.8%	6.4%	-	9.5%	10.2%	
DK/REFUSED	2.1%	0.6%	-	0.3%	-	0.5%	0.4%	2.7%	5.5%	0.4%	-	-	1.0%	1.3%	0.4%	-	4.1%	0.7%	0.7%	2.7%	
Net Diff.	82.3%	72.7%	74.1%	93.6%	91.5%	95.4%	83.0%	75.0%	77.1%	73.2%	100.0%	89.1%	67.5%	75.5%	96.2%	92.4%	74.5%	99.3%	72.5%	71.7%	
Mean	3.53	3.22	3.24	3.80	3.80	3.80	3.59	3.27	3.37	3.20	3.52	3.80	3.45	3.22	3.80	3.67	3.32	3.80	3.47	3.19	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
SUPPORT	90.1%	95.1%	97.4%	90.0%	94.9%	97.3%	91.3%	85.0%	95.1%	88.0%	93.7%	89.3%	90.7%	89.0%	87.6%	85.3%	92.9%	92.3%	85.2%	89.5%
Strongly	64.4%	84.7%	76.0%	56.4%	84.1%	75.4%	58.8%	48.3%	80.0%	49.8%	59.0%	66.0%	63.5%	66.7%	61.1%	65.2%	65.3%	68.0%	47.7%	69.0%
Somewhat	25.7%	10.4%	21.4%	33.5%	10.8%	22.0%	32.5%	36.7%	15.1%	38.2%	34.7%	23.3%	27.1%	22.4%	26.5%	20.1%	27.6%	24.3%	37.5%	20.6%
OPPOSE	7.8%	4.9%	2.6%	7.4%	5.1%	2.7%	5.8%	13.1%	2.6%	9.3%	5.6%	8.2%	7.0%	8.7%	10.4%	12.8%	4.5%	5.0%	11.8%	8.8%
Somewhat	2.6%	4.4%	2.6%	2.9%	4.6%	2.7%	3.1%	3.1%	2.2%	-	2.9%	2.4%	1.8%	3.4%	1.9%	5.7%	1.8%	1.3%	2.4%	2.5%
Strongly	5.2%	0.5%	-	4.5%	0.6%	-	2.7%	10.1%	0.4%	9.3%	2.7%	5.8%	5.2%	5.3%	8.5%	7.1%	2.7%	3.7%	9.4%	6.3%
DK/REFUSED	2.1%	-	-	2.6%	-	-	2.9%	1.9%	2.3%	2.7%	0.6%	2.5%	2.3%	2.3%	2.0%	1.9%	2.6%	2.6%	3.1%	1.7%
Net Diff.	82.3%	90.1%	94.8%	82.6%	89.7%	94.7%	85.5%	71.8%	92.4%	78.8%	88.1%	81.1%	83.7%	80.4%	77.1%	72.5%	88.4%	87.3%	73.4%	80.7%
Mean	3.53	3.79	3.73	3.46	3.78	3.73	3.52	3.26	3.79	3.32	3.51	3.53	3.53	3.54	3.43	3.46	3.60	3.61	3.27	3.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
SUPPORT	90.1%	96.5%	88.0%	96.4%	89.4%	90.4%	91.9%	86.2%	89.0%	94.9%	93.3%	89.4%	88.1%	91.8%	95.2%	92.6%	95.1%	90.1%	89.9%	87.8%	87.2%	
Strongly	64.4%	79.7%	62.4%	80.3%	62.8%	63.3%	73.0%	63.7%	69.5%	62.8%	74.7%	59.8%	63.0%	68.3%	81.2%	69.9%	80.9%	65.4%	61.7%	59.4%	63.7%	
Somewhat	25.7%	16.8%	25.6%	16.1%	26.6%	27.2%	18.8%	22.4%	19.5%	32.1%	18.5%	29.6%	25.1%	23.5%	14.0%	22.7%	14.3%	24.7%	28.2%	28.4%	23.5%	
OPPOSE	7.8%	2.2%	8.6%	2.3%	6.9%	8.3%	6.2%	12.7%	7.9%	3.6%	5.3%	9.6%	10.1%	6.3%	3.1%	5.4%	3.2%	6.9%	9.8%	10.1%	12.0%	
Somewhat	2.6%	1.2%	5.1%	1.3%	5.7%	2.5%	3.1%	3.1%	4.0%	1.9%	2.7%	1.9%	3.6%	3.4%	2.8%	3.7%	2.8%	2.8%	2.5%	3.4%	3.5%	
Strongly	5.2%	1.0%	3.5%	1.0%	1.2%	5.7%	3.0%	9.7%	3.9%	1.6%	2.6%	7.7%	6.5%	2.9%	0.4%	1.7%	0.4%	4.1%	7.3%	6.7%	8.5%	
DK/REFUSED	2.1%	1.3%	3.4%	1.4%	3.7%	1.3%	2.0%	1.1%	3.1%	1.5%	1.4%	0.9%	1.8%	1.9%	1.7%	2.0%	1.7%	3.0%	0.3%	2.1%	0.7%	
Net Diff.	82.3%	94.3%	79.3%	94.1%	82.5%	82.2%	85.7%	73.4%	81.1%	91.3%	88.0%	79.8%	78.0%	85.5%	92.1%	87.2%	92.0%	83.2%	80.2%	77.7%	75.2%	
Mean	3.53	3.78	3.52	3.78	3.57	3.50	3.65	3.42	3.60	3.58	3.68	3.43	3.47	3.60	3.79	3.64	3.79	3.56	3.45	3.43	3.44	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
SUPPORT	90.1%	92.0%	91.7%	87.6%	86.1%	92.8%	95.9%	92.6%	97.6%	87.9%	92.8%	87.9%	90.5%	87.9%	94.3%	85.3%	93.3%	93.7%	92.9%	93.2%	93.7%
Strongly	64.4%	70.5%	60.5%	54.2%	58.7%	77.7%	66.4%	78.3%	66.7%	53.1%	74.8%	50.4%	79.5%	55.6%	72.0%	46.5%	73.5%	67.8%	76.1%	68.0%	77.0%
Somewhat	25.7%	21.5%	31.2%	33.4%	27.4%	15.1%	29.6%	14.3%	30.9%	34.8%	18.0%	37.6%	11.0%	32.3%	22.3%	38.8%	19.8%	25.9%	16.7%	25.3%	16.7%
OPPOSE	7.8%	4.2%	8.3%	8.9%	13.4%	4.7%	4.1%	4.8%	2.4%	8.8%	6.0%	9.0%	9.0%	8.5%	4.1%	11.1%	6.3%	3.6%	5.7%	3.9%	4.8%
Somewhat	2.6%	2.4%	1.8%	1.4%	4.1%	4.5%	-	4.6%	-	1.8%	2.6%	0.7%	4.1%	2.9%	1.7%	2.2%	-	1.0%	4.6%	1.1%	4.8%
Strongly	5.2%	1.8%	6.5%	7.6%	9.3%	0.2%	4.1%	0.3%	2.4%	6.9%	3.4%	8.3%	4.9%	5.6%	2.5%	8.8%	6.3%	2.7%	1.1%	2.8%	-
DK/REFUSED	2.1%	3.8%	-	3.5%	0.5%	2.5%	-	2.6%	-	3.3%	1.2%	3.0%	0.5%	3.6%	1.6%	3.6%	0.4%	2.7%	1.4%	2.8%	1.5%
Net Diff.	82.3%	87.8%	83.4%	78.6%	72.6%	88.1%	91.9%	87.8%	95.2%	79.1%	86.8%	78.9%	81.4%	79.4%	90.2%	74.2%	87.1%	90.0%	87.1%	89.3%	88.9%
Mean	3.53	3.67	3.46	3.39	3.36	3.75	3.58	3.75	3.62	3.39	3.66	3.34	3.66	3.43	3.66	3.28	3.61	3.63	3.70	3.63	3.73

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
SUPPORT	90.1%	87.3%	85.7%	82.9%	89.4%	93.2%	87.5%	100.0%	96.1%	86.3%	89.8%	88.3%	95.3%	85.1%	90.8%	92.2%	95.5%	91.7%	96.5%
Strongly	64.4%	55.9%	56.3%	50.4%	57.6%	74.6%	59.7%	91.1%	82.3%	56.2%	72.6%	55.7%	75.8%	50.6%	68.9%	67.9%	79.4%	68.5%	80.4%
Somewhat	25.7%	31.4%	29.5%	32.5%	31.8%	18.6%	27.7%	8.8%	13.8%	30.1%	17.2%	32.6%	19.5%	34.5%	22.0%	24.2%	16.1%	23.2%	16.1%
OPPOSE	7.8%	10.4%	10.3%	13.0%	9.6%	6.3%	12.2%	-	3.2%	12.5%	9.6%	8.2%	4.2%	12.7%	8.4%	5.5%	4.5%	5.8%	3.5%
Somewhat	2.6%	3.9%	7.3%	0.7%	3.4%	1.8%	0.5%	-	3.2%	4.7%	2.1%	3.1%	1.7%	4.2%	-	3.3%	3.4%	3.5%	3.5%
Strongly	5.2%	6.5%	3.0%	12.3%	6.2%	4.4%	11.7%	-	-	7.9%	7.5%	5.1%	2.5%	8.5%	8.4%	2.1%	1.1%	2.3%	-
DK/REFUSED	2.1%	2.3%	4.0%	4.0%	1.0%	0.5%	0.3%	0.7%	0.7%	1.1%	0.6%	3.5%	0.5%	2.3%	0.8%	2.4%	-	2.5%	-
Net Diff.	82.3%	76.9%	75.5%	69.9%	79.8%	86.9%	75.3%	100.0%	92.9%	73.8%	80.2%	80.1%	91.1%	72.4%	82.4%	86.7%	91.0%	85.9%	93.0%
Mean	3.53	3.40	3.45	3.26	3.42	3.64	3.36	3.91	3.80	3.36	3.56	3.44	3.69	3.30	3.52	3.62	3.74	3.62	3.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
SUPPORT	90.1%	87.3%	93.8%	94.2%	100.0%	100.0%	61.2%	81.9%	94.9%	94.7%	100.0%	100.0%	100.0%	91.2%	92.8%	93.7%	100.0%	100.0%	57.4%
Strongly	64.4%	56.8%	74.1%	74.7%	71.3%	100.0%	36.7%	50.0%	74.6%	73.5%	100.0%	100.0%	100.0%	61.8%	73.6%	75.7%	26.5%	100.0%	30.5%
Somewhat	25.7%	30.5%	19.7%	19.5%	28.7%	-	24.5%	31.9%	20.4%	21.2%	-	-	-	29.5%	19.2%	17.9%	73.5%	-	26.9%
OPPOSE	7.8%	10.4%	4.4%	4.0%	-	-	38.8%	15.2%	4.9%	5.1%	-	-	-	6.9%	4.0%	3.0%	-	-	42.6%
Somewhat	2.6%	2.4%	2.9%	3.1%	-	-	-	3.3%	3.4%	3.5%	-	-	-	1.8%	2.5%	2.7%	-	-	-
Strongly	5.2%	8.0%	1.5%	0.9%	-	-	38.8%	11.9%	1.5%	1.6%	-	-	-	5.2%	1.5%	0.3%	-	-	42.6%
DK/REFUSED	2.1%	2.3%	1.8%	1.9%	-	-	-	2.9%	0.2%	0.2%	-	-	-	1.8%	3.1%	3.3%	-	-	-
Net Diff.	82.3%	76.9%	89.4%	90.2%	100.0%	100.0%	22.5%	66.7%	90.0%	89.6%	100.0%	100.0%	100.0%	84.3%	88.8%	90.6%	100.0%	100.0%	14.8%
Mean	3.53	3.39	3.69	3.71	3.71	4.00	2.59	3.24	3.68	3.67	4.00	4.00	4.00	3.51	3.70	3.75	3.27	4.00	2.45

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
SUPPORT	90.1%	98.0%	91.4%	89.5%	90.0%	88.5%	94.0%	89.2%	91.4%	89.2%	90.8%	88.5%	90.2%	87.2%	85.9%	89.4%	86.6%	90.5%
Strongly	64.4%	80.3%	64.7%	48.6%	73.7%	65.4%	70.8%	63.0%	58.0%	69.1%	64.0%	65.4%	68.6%	59.7%	52.1%	68.9%	58.8%	67.6%
Somewhat	25.7%	17.7%	26.8%	40.8%	16.3%	23.1%	23.2%	26.2%	33.4%	20.1%	26.9%	23.1%	21.6%	27.5%	33.8%	20.5%	27.8%	23.0%
OPPOSE	7.8%	1.8%	7.7%	9.4%	9.6%	6.4%	5.4%	8.3%	7.7%	7.8%	8.4%	6.4%	9.4%	10.6%	12.5%	8.7%	12.0%	6.6%
Somewhat	2.6%	0.9%	7.1%	2.0%	1.9%	2.5%	4.7%	2.2%	3.1%	2.3%	2.7%	2.5%	7.9%	2.2%	3.4%	3.2%	3.3%	3.3%
Strongly	5.2%	0.8%	0.6%	7.4%	7.7%	3.9%	0.7%	6.1%	4.6%	5.6%	5.8%	3.9%	1.5%	8.4%	9.1%	5.5%	8.7%	3.2%
DK/REFUSED	2.1%	0.2%	0.9%	1.2%	0.4%	5.1%	0.6%	2.5%	0.9%	3.0%	0.7%	5.1%	0.4%	2.2%	1.6%	2.0%	1.4%	2.9%
Net Diff.	82.3%	96.2%	83.7%	80.1%	80.3%	82.1%	88.6%	81.0%	83.7%	81.3%	82.4%	82.1%	80.8%	76.6%	73.3%	80.7%	74.7%	84.0%
Mean	3.53	3.78	3.57	3.32	3.57	3.58	3.65	3.50	3.46	3.57	3.50	3.58	3.58	3.42	3.31	3.56	3.39	3.59



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
SUPPORT	90.1%	97.4%	90.8%	96.2%	89.0%	94.3%	87.1%	87.8%	91.9%	89.0%	91.1%	90.2%	94.5%	95.3%	92.8%	82.7%	90.4%
Strongly	64.4%	72.7%	65.6%	63.2%	69.2%	68.3%	63.9%	61.3%	66.8%	74.6%	64.3%	54.4%	64.6%	60.7%	72.2%	61.5%	65.3%
Somewhat	25.7%	24.7%	25.2%	33.0%	19.8%	26.1%	23.3%	26.5%	25.1%	14.4%	26.7%	35.8%	29.9%	34.6%	20.6%	21.2%	25.1%
OPPOSE	7.8%	1.8%	6.5%	3.5%	7.2%	5.5%	6.3%	10.4%	5.7%	7.2%	7.1%	9.0%	2.3%	3.5%	6.3%	15.2%	7.0%
Somewhat	2.6%	1.8%	2.2%	2.9%	1.6%	2.2%	2.0%	3.3%	2.1%	2.2%	1.7%	4.0%	-	0.8%	-	8.4%	1.6%
Strongly	5.2%	-	4.4%	0.6%	5.7%	3.3%	4.3%	7.1%	3.7%	5.1%	5.4%	5.0%	2.3%	2.7%	6.3%	6.8%	5.4%
DK/REFUSED	2.1%	0.8%	2.7%	0.3%	3.7%	0.2%	6.6%	1.8%	2.4%	3.8%	1.8%	0.8%	3.2%	1.3%	0.9%	2.2%	2.6%
Net Diff.	82.3%	95.6%	84.2%	92.7%	81.8%	88.9%	80.8%	77.5%	86.1%	81.8%	83.9%	81.2%	92.2%	91.8%	86.4%	67.5%	83.4%
Mean	3.53	3.72	3.56	3.59	3.58	3.60	3.57	3.45	3.59	3.65	3.53	3.41	3.62	3.55	3.60	3.40	3.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	1	2	3	4	4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	104	52	40	46	57	29	32	25	7	2	20	6	14	
SUPPORT	90.1%	91.1%	83.4%	85.4%	93.4%	94.9%	85.0%	76.9%	76.6%	78.1%	89.9%	91.6%	85.4%	94.0%	
Strongly	64.4%	62.6%	55.4%	61.2%	67.6%	75.3%	61.3%	42.6%	42.1%	44.3%	66.1%	63.9%	29.9%	77.3%	
Somewhat	25.7%	28.5%	28.0%	24.2%	25.8%	19.7%	23.7%	34.3%	34.5%	33.8%	23.8%	27.7%	55.5%	16.8%	
OPPOSE	7.8%	7.5%	13.9%	8.1%	4.5%	5.1%	13.0%	17.8%	16.7%	21.9%	-	8.2%	14.6%	5.7%	
Somewhat	2.6%	4.3%	2.4%	1.7%	-	2.4%	7.0%	0.9%	1.1%	-	-	1.4%	-	2.0%	
Strongly	5.2%	3.1%	11.5%	6.4%	4.5%	2.6%	6.0%	17.0%	15.6%	21.9%	-	6.8%	14.6%	3.7%	
DK/REFUSED	2.1%	1.4%	2.6%	6.5%	2.0%	-	2.0%	5.2%	6.6%	-	10.1%	0.2%	-	0.3%	
Net Diff.	82.3%	83.6%	69.5%	77.3%	88.9%	89.9%	72.1%	59.1%	59.9%	56.2%	89.9%	83.4%	70.9%	88.3%	
Mean	3.53	3.53	3.31	3.50	3.60	3.68	3.43	3.08	3.10	3.01	3.74	3.49	3.01	3.68	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
MEDICAID BENEFIT COMBO	90.1%	88.0%	88.4%	87.3%	93.1%	90.3%	89.3%	92.6%	78.6%	84.1%	83.9%	91.2%	95.3%	95.2%	100.0%	93.6%
LOWERING STATE TAX RATE	80.9%	88.6%	81.2%	76.2%	79.9%	81.1%	80.1%	79.9%	80.6%	89.8%	90.3%	74.0%	71.3%	71.5%	66.5%	85.9%
MEDICAL MARIJUANA	69.0%	79.6%	68.1%	59.1%	69.9%	71.6%	59.4%	51.8%	84.3%	64.2%	63.8%	76.6%	73.4%	73.6%	68.1%	70.7%
EXPAND MEDICAID PROGRAM	61.9%	57.0%	65.6%	58.3%	63.8%	60.7%	66.3%	67.2%	63.3%	26.2%	25.3%	63.2%	91.4%	91.2%	100.0%	89.5%
PARENTS SCHOOL CHOICE	53.3%	58.5%	60.2%	48.7%	49.9%	53.8%	51.2%	50.6%	53.3%	62.1%	61.9%	67.2%	43.5%	43.4%	47.1%	60.5%
LEGALIZE SPORTS BETTING	40.1%	41.1%	48.8%	40.5%	35.1%	39.1%	43.9%	39.2%	59.2%	35.4%	35.1%	45.1%	43.2%	43.8%	19.9%	47.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Opnose - SUPPORT:

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
MEDICAID BENEFIT COMBO	90.1%	85.3%	93.3%	91.3%	90.3%	95.5%	82.5%	87.2%	90.8%	84.7%	99.6%	92.3%	89.0%
LOWERING STATE TAX RATE	80.9%	84.1%	80.7%	78.4%	81.2%	77.1%	82.4%	80.4%	82.3%	54.4%	55.6%	78.7%	80.5%
MEDICAL MARIJUANA	69.0%	72.7%	77.8%	65.4%	68.6%	82.3%	58.5%	60.4%	70.2%	91.6%	54.8%	72.7%	68.5%
EXPAND MEDICAID PROGRAM	61.9%	38.2%	86.0%	66.6%	62.5%	86.8%	23.2%	65.5%	57.4%	82.0%	99.6%	52.5%	61.9%
PARENTS SCHOOL CHOICE	53.3%	71.8%	61.2%	55.2%	47.3%	47.0%	73.1%	52.3%	52.8%	62.5%	54.8%	63.0%	60.2%
LEGALIZE SPORTS BETTING	40.1%	38.8%	56.3%	38.4%	39.1%	50.3%	38.7%	29.6%	41.8%	59.9%	55.1%	45.5%	42.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
MEDICAID BENEFIT COMBO	90.1%	88.1%	95.8%	86.1%	93.8%	92.5%	100.0%	87.1%	84.7%	84.3%	100.0%	95.3%	95.3%	89.7%	91.7%
LOWERING STATE TAX RATE	80.9%	88.3%	73.0%	82.2%	75.1%	72.4%	69.6%	63.8%	89.3%	89.1%	100.0%	73.7%	73.4%	89.7%	72.9%
MEDICAL MARIJUANA	69.0%	73.9%	64.9%	64.8%	72.8%	70.6%	85.3%	26.3%	64.3%	64.6%	50.1%	75.8%	76.0%	61.9%	55.2%
EXPAND MEDICAID PROGRAM	61.9%	48.9%	84.6%	67.4%	65.2%	80.7%	73.2%	40.7%	29.2%	29.5%	14.2%	91.0%	91.2%	80.2%	86.4%
PARENTS SCHOOL CHOICE	53.3%	60.2%	47.4%	52.7%	49.8%	54.5%	43.8%	25.7%	61.7%	62.5%	29.0%	45.0%	44.5%	79.4%	52.0%
LEGALIZE SPORTS BETTING	40.1%	42.1%	45.6%	41.1%	31.8%	45.6%	40.5%	10.7%	37.4%	37.7%	22.6%	43.1%	43.1%	42.1%	37.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Opnose - SUPPORT:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
MEDICAID BENEFIT COMBO	90.1%	83.9%	83.6%	92.4%	95.3%	95.1%	100.0%	91.7%	84.1%	95.4%
LOWERING STATE TAX RATE	80.9%	90.8%	90.6%	95.7%	73.5%	73.4%	75.0%	74.0%	93.3%	69.6%
MEDICAL MARIJUANA	69.0%	65.1%	66.2%	35.8%	75.3%	76.1%	56.0%	54.4%	68.7%	63.7%
EXPAND MEDICAID PROGRAM	61.9%	27.9%	28.6%	10.6%	90.8%	92.2%	57.3%	68.4%	29.0%	88.1%
PARENTS SCHOOL CHOICE	53.3%	63.5%	65.1%	20.3%	47.8%	47.4%	56.6%	35.2%	75.4%	47.7%
LEGALIZE SPORTS BETTING	40.1%	37.1%	36.7%	46.3%	42.1%	42.6%	30.4%	43.4%	36.2%	45.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

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 PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC		INDEP. /OTHER /DK	Indep- endent	Other	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
<b>Total</b>	<b>300</b>	<b>207</b>	<b>67</b>	<b>120</b>	<b>133</b>	<b>160</b>	<b>119</b>	<b>243</b>	<b>33</b>	<b>186</b>	<b>95</b>	<b>85</b>	<b>23</b>	<b>270</b>	<b>23</b>	<b>61</b>	<b>157</b>	<b>82</b>	<b>72</b>	<b>7</b>	<b>3</b>
MEDICAID BENEFIT COMBO	90.1%	92.4%	85.6%	93.2%	89.0%	89.9%	91.0%	90.7%	90.7%	100.0%	73.1%	100.0%	-	100.0%	-	87.2%	94.7%	83.6%	82.4%	94.6%	84.2%
LOWERING STATE TAX RATE	80.9%	84.7%	73.8%	84.0%	80.3%	88.5%	73.7%	100.0%	-	77.5%	87.6%	90.0%	84.3%	81.4%	84.3%	85.9%	75.8%	86.8%	86.5%	86.0%	94.7%
MEDICAL MARIJUANA	69.0%	100.0%	-	84.9%	60.5%	75.1%	64.4%	72.3%	58.5%	75.1%	58.7%	61.3%	57.4%	70.8%	57.4%	63.1%	70.2%	71.2%	70.8%	71.6%	78.0%
EXPAND MEDICAID PROGRAM	61.9%	67.4%	50.9%	66.0%	62.8%	58.3%	67.5%	59.3%	73.7%	100.0%	-	-	-	68.7%	-	31.3%	79.8%	50.5%	49.2%	50.0%	81.4%
PARENTS SCHOOL CHOICE	53.3%	58.0%	41.4%	56.8%	54.8%	100.0%	-	58.3%	30.1%	50.2%	59.1%	59.9%	62.7%	53.2%	62.7%	69.8%	44.2%	58.4%	57.8%	80.4%	22.8%
LEGALIZE SPORTS BETTING	40.1%	49.3%	22.1%	100.0%	-	42.7%	39.4%	41.6%	39.2%	42.7%	34.2%	38.6%	28.2%	41.4%	28.2%	39.5%	44.6%	31.8%	29.5%	27.2%	91.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	
	<b>Total</b>	<b>300</b>	<b>28</b>	<b>63</b>	<b>41</b>	<b>33</b>	<b>94</b>	<b>41</b>	<b>51</b>	<b>51</b>	<b>65</b>	<b>10</b>	<b>105</b>	<b>17</b>	<b>8</b>	<b>103</b>
MEDICAID BENEFIT COMBO	90.1%	81.9%	93.9%	82.6%	91.7%	95.2%	84.5%	84.6%	97.0%	81.8%	100.0%	93.7%	90.5%	100.0%	93.6%	94.8%
LOWERING STATE TAX RATE	80.9%	86.3%	73.9%	91.7%	85.7%	77.1%	81.9%	84.5%	84.5%	88.7%	92.7%	71.4%	79.1%	91.0%	72.2%	77.7%
MEDICAL MARIJUANA	69.0%	59.6%	71.6%	73.4%	66.0%	69.3%	68.9%	60.8%	71.1%	75.4%	73.7%	69.6%	55.0%	79.0%	69.7%	49.7%
EXPAND MEDICAID PROGRAM	61.9%	16.9%	77.3%	41.4%	43.5%	81.5%	59.7%	33.1%	71.0%	44.4%	22.0%	84.2%	75.4%	27.4%	84.0%	79.2%
PARENTS SCHOOL CHOICE	53.3%	76.6%	44.6%	67.3%	64.1%	43.9%	49.5%	64.4%	40.2%	61.6%	97.2%	46.1%	46.4%	96.5%	45.1%	40.0%
LEGALIZE SPORTS BETTING	40.1%	50.5%	53.8%	37.7%	30.3%	38.4%	26.0%	39.4%	39.6%	31.1%	39.5%	47.1%	34.1%	49.2%	47.2%	33.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
MEDICAID BENEFIT COMBO	90.1%	86.1%	87.0%	96.7%	95.8%	97.5%	91.3%	86.1%	85.8%	86.4%	100.0%	94.6%	83.3%	87.1%	97.9%	96.2%	85.2%	99.3%	85.9%	84.5%
LOWERING STATE TAX RATE	80.9%	90.6%	75.2%	83.1%	77.3%	88.3%	78.2%	84.2%	82.4%	85.7%	95.6%	74.8%	72.8%	89.1%	87.9%	81.4%	79.4%	80.6%	87.3%	88.7%
MEDICAL MARIJUANA	69.0%	54.2%	79.6%	84.8%	83.3%	86.1%	74.4%	58.6%	71.9%	47.8%	47.5%	81.6%	84.4%	56.6%	86.6%	68.3%	60.7%	90.9%	74.2%	62.2%
EXPAND MEDICAID PROGRAM	61.9%	32.2%	30.3%	95.6%	94.3%	96.8%	74.2%	37.2%	41.7%	33.6%	52.8%	94.6%	67.3%	28.2%	96.2%	78.4%	46.1%	99.3%	63.6%	30.3%
PARENTS SCHOOL CHOICE	53.3%	66.9%	72.9%	56.7%	60.9%	53.0%	47.5%	59.2%	53.5%	63.9%	31.3%	60.9%	51.4%	67.1%	54.3%	45.1%	51.5%	50.0%	51.4%	61.5%
LEGALIZE SPORTS BETTING	40.1%	29.2%	53.1%	51.3%	55.1%	48.0%	38.7%	35.1%	53.5%	20.1%	56.4%	57.2%	48.0%	41.6%	48.0%	33.1%	28.7%	40.6%	34.0%	34.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
MEDICAID BENEFIT COMBO	90.1%	95.1%	97.4%	90.0%	94.9%	97.3%	91.3%	85.0%	95.1%	88.0%	93.7%	89.3%	90.7%	89.0%	87.6%	85.3%	92.9%	92.3%	85.2%	89.5%
LOWERING STATE TAX RATE	80.9%	84.4%	68.0%	74.0%	86.8%	67.9%	72.0%	91.4%	71.4%	39.0%	85.3%	79.5%	77.7%	84.1%	77.3%	83.4%	77.9%	84.8%	87.6%	83.2%
MEDICAL MARIJUANA	69.0%	81.3%	74.8%	50.0%	80.5%	76.1%	47.8%	64.3%	73.6%	68.1%	69.0%	69.3%	60.9%	83.1%	63.4%	78.4%	59.0%	87.1%	56.5%	83.6%
EXPAND MEDICAID PROGRAM	61.9%	93.4%	86.2%	53.2%	93.6%	85.8%	57.0%	31.6%	90.9%	68.5%	61.0%	62.0%	59.5%	64.9%	53.1%	53.4%	64.1%	74.9%	38.7%	60.0%
PARENTS SCHOOL CHOICE	53.3%	61.1%	42.9%	54.4%	60.1%	41.4%	50.0%	60.2%	47.1%	23.3%	71.5%	49.9%	51.9%	58.4%	56.8%	65.4%	48.4%	52.2%	56.2%	59.0%
LEGALIZE SPORTS BETTING	40.1%	58.3%	44.0%	36.4%	59.2%	43.3%	38.5%	35.5%	44.1%	57.7%	38.4%	39.9%	37.3%	48.6%	47.2%	53.7%	30.2%	44.2%	29.9%	46.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
MEDICAID BENEFIT COMBO	90.1%	96.5%	88.0%	96.4%	89.4%	90.4%	91.9%	86.2%	89.0%	94.9%	93.3%	89.4%	88.1%	91.8%	95.2%	92.6%	95.1%	90.1%	89.9%	87.8%	87.2%
LOWERING STATE TAX RATE	80.9%	67.6%	85.7%	66.6%	89.4%	84.6%	74.7%	82.9%	75.3%	86.4%	74.5%	88.3%	82.1%	79.3%	68.9%	78.8%	69.8%	81.0%	80.9%	85.6%	73.3%
MEDICAL MARIJUANA	69.0%	65.2%	82.5%	65.9%	81.7%	73.6%	63.7%	69.7%	75.5%	77.7%	58.0%	71.2%	63.0%	77.2%	64.2%	78.4%	63.6%	68.8%	69.3%	70.3%	67.2%
EXPAND MEDICAID PROGRAM	61.9%	80.5%	74.6%	82.3%	75.7%	53.9%	78.8%	47.9%	71.3%	60.1%	82.4%	42.7%	66.8%	70.4%	88.5%	73.6%	88.4%	62.1%	61.5%	54.3%	52.2%
PARENTS SCHOOL CHOICE	53.3%	47.5%	57.4%	45.9%	53.4%	53.3%	52.1%	56.2%	62.4%	50.4%	47.2%	57.5%	50.8%	47.1%	53.0%	43.0%	52.2%	59.6%	43.7%	62.5%	53.6%
LEGALIZE SPORTS BETTING	40.1%	44.6%	53.2%	45.4%	55.6%	46.4%	34.6%	52.9%	45.9%	39.5%	29.1%	39.7%	30.1%	56.3%	37.9%	58.6%	38.3%	40.4%	38.8%	46.4%	47.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
MEDICAID BENEFIT COMBO	90.1%	92.0%	91.7%	87.6%	86.1%	92.8%	95.9%	92.6%	97.6%	87.9%	92.8%	87.9%	90.5%	87.9%	94.3%	85.3%	93.3%	93.7%	92.9%	93.2%	93.7%
LOWERING STATE TAX RATE	80.9%	77.1%	85.7%	89.3%	82.2%	71.7%	78.8%	70.9%	80.9%	85.4%	77.8%	89.7%	72.6%	81.4%	81.0%	89.1%	80.3%	77.0%	75.7%	75.3%	76.7%
MEDICAL MARIJUANA	69.0%	67.6%	70.7%	71.9%	67.1%	65.5%	72.5%	66.2%	70.9%	59.0%	80.9%	56.5%	86.5%	61.3%	77.5%	56.7%	90.0%	64.0%	74.0%	64.9%	73.4%
EXPAND MEDICAID PROGRAM	61.9%	68.8%	67.4%	46.0%	51.0%	80.1%	77.3%	81.9%	78.2%	42.3%	80.5%	32.1%	79.2%	51.8%	81.3%	34.4%	73.9%	59.7%	86.1%	62.1%	86.7%
PARENTS SCHOOL CHOICE	53.3%	57.1%	37.3%	61.4%	50.7%	57.6%	33.5%	56.4%	28.2%	62.3%	43.1%	69.7%	46.8%	55.4%	40.9%	61.6%	43.4%	64.1%	42.7%	61.5%	40.7%
LEGALIZE SPORTS BETTING	40.1%	35.2%	33.0%	35.1%	37.6%	46.3%	40.8%	47.1%	41.2%	34.5%	44.8%	41.7%	51.0%	27.7%	41.0%	31.0%	39.0%	42.5%	49.1%	43.2%	50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

BANNER 11

TOTAL	POSITION ON ABORTION									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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
MEDICAID BENEFIT COMBO	90.1%	87.3%	85.7%	82.9%	89.4%	93.2%	87.5%	100.0%	96.1%	86.3%	89.8%	88.3%	95.3%	85.1%	90.8%	92.2%	95.5%	91.7%	96.5%
LOWERING STATE TAX RATE	80.9%	86.0%	84.0%	85.5%	87.0%	77.0%	87.4%	64.1%	71.9%	94.0%	69.0%	78.0%	82.0%	89.3%	80.3%	78.8%	74.0%	77.6%	74.8%
MEDICAL MARIJUANA	69.0%	63.1%	52.3%	41.0%	74.9%	80.5%	85.3%	89.2%	75.4%	66.0%	81.3%	60.1%	80.0%	62.8%	85.0%	63.9%	76.7%	65.2%	76.0%
EXPAND MEDICAID PROGRAM	61.9%	45.5%	35.0%	51.1%	48.2%	80.2%	62.5%	99.6%	89.4%	35.2%	79.1%	56.0%	80.9%	38.2%	71.0%	61.4%	88.1%	63.9%	89.0%
PARENTS SCHOOL CHOICE	53.3%	63.8%	69.4%	58.2%	63.3%	45.9%	47.7%	56.1%	42.8%	67.4%	44.4%	60.2%	46.9%	62.3%	48.3%	67.1%	44.0%	65.2%	41.5%
LEGALIZE SPORTS BETTING	40.1%	33.2%	18.2%	32.4%	40.0%	51.6%	54.4%	54.5%	49.1%	43.1%	63.5%	23.2%	44.2%	31.4%	45.4%	37.2%	56.7%	38.2%	57.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUPPORT:

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
MEDICAID BENEFIT COMBO	90.1%	87.3%	93.8%	94.2%	100.0%	100.0%	61.2%	81.9%	94.9%	94.7%	100.0%	100.0%	100.0%	91.2%	92.8%	93.7%	100.0%	100.0%	57.4%		
LOWERING STATE TAX RATE	80.9%	86.2%	74.0%	74.1%	60.3%	100.0%	92.1%	88.5%	74.5%	75.8%	43.3%	100.0%	11.8%	84.4%	73.7%	72.6%	86.7%	100.0%	100.0%		
MEDICAL MARIJUANA	69.0%	69.7%	68.1%	67.9%	64.6%	100.0%	77.3%	69.0%	70.0%	71.0%	42.0%	100.0%	100.0%	70.1%	66.4%	65.3%	100.0%	100.0%	75.1%		
EXPAND MEDICAID PROGRAM	61.9%	49.2%	78.3%	79.8%	39.7%	90.0%	53.3%	36.8%	72.8%	73.6%	56.7%	-	11.8%	58.2%	83.1%	85.3%	13.3%	100.0%	57.4%		
PARENTS SCHOOL CHOICE	53.3%	55.9%	50.0%	47.8%	94.8%	100.0%	100.0%	63.9%	52.1%	50.2%	100.0%	100.0%	100.0%	50.1%	48.2%	45.7%	86.7%	100.0%	100.0%		
LEGALIZE SPORTS BETTING	40.1%	36.2%	44.8%	45.6%	10.4%	90.0%	52.2%	45.2%	51.1%	53.2%	-	-	-	29.7%	39.4%	38.9%	26.5%	100.0%	57.4%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
MEDICAID BENEFIT COMBO	90.1%	98.0%	91.4%	89.5%	90.0%	88.5%	94.0%	89.2%	91.4%	89.2%	90.8%	88.5%	90.2%	87.2%	85.9%	89.4%	86.6%	90.5%
LOWERING STATE TAX RATE	80.9%	81.5%	86.8%	87.1%	78.3%	76.1%	84.8%	80.0%	86.1%	77.1%	83.2%	76.1%	90.6%	80.0%	86.8%	78.2%	83.6%	78.3%
MEDICAL MARIJUANA	69.0%	88.3%	72.2%	74.6%	66.9%	61.2%	78.5%	66.9%	76.2%	63.7%	72.7%	61.2%	82.8%	66.4%	74.9%	65.3%	73.1%	61.2%
EXPAND MEDICAID PROGRAM	61.9%	74.0%	49.6%	63.8%	58.9%	64.3%	59.1%	62.5%	61.8%	61.9%	60.7%	64.3%	50.1%	54.0%	53.3%	53.2%	55.8%	47.3%
PARENTS SCHOOL CHOICE	53.3%	69.5%	58.1%	54.4%	55.1%	45.9%	62.5%	51.3%	57.9%	50.0%	56.8%	45.9%	63.6%	57.3%	57.3%	59.5%	60.3%	54.2%
LEGALIZE SPORTS BETTING	40.1%	51.2%	44.9%	48.7%	35.0%	33.7%	47.3%	38.5%	48.1%	34.2%	43.1%	33.7%	57.3%	45.9%	56.2%	41.7%	48.7%	46.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
MEDICAID BENEFIT COMBO	90.1%	97.4%	90.8%	96.2%	89.0%	94.3%	87.1%	87.8%	91.9%	89.0%	91.1%	90.2%	94.5%	95.3%	92.8%	82.7%	90.4%
LOWERING STATE TAX RATE	80.9%	79.4%	80.1%	85.6%	76.2%	82.8%	74.6%	82.1%	80.0%	74.2%	82.4%	85.9%	71.6%	90.2%	82.1%	86.3%	75.8%
MEDICAL MARIJUANA	69.0%	74.5%	67.3%	77.4%	62.6%	72.3%	61.2%	69.6%	68.5%	60.6%	74.3%	71.7%	64.8%	74.1%	89.8%	72.9%	61.3%
EXPAND MEDICAID PROGRAM	61.9%	67.2%	68.9%	69.3%	68.2%	64.8%	76.0%	53.3%	68.6%	70.5%	64.8%	50.4%	53.3%	61.0%	70.3%	56.8%	63.7%
PARENTS SCHOOL CHOICE	53.3%	61.6%	46.8%	58.3%	43.2%	53.9%	40.2%	58.4%	49.2%	44.9%	53.9%	60.9%	66.4%	71.5%	50.5%	54.9%	44.9%
LEGALIZE SPORTS BETTING	40.1%	38.4%	32.9%	41.1%	28.9%	38.4%	24.7%	48.1%	33.8%	33.6%	41.4%	45.0%	37.9%	45.1%	64.5%	44.0%	31.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
MEDICAID BENEFIT COMBO	90.1%	91.1%	83.4%	85.4%	93.4%	94.9%	85.0%	76.9%	76.6%	78.1%	89.9%	91.6%	85.4%	94.0%
LOWERING STATE TAX RATE	80.9%	85.6%	83.0%	79.8%	72.3%	78.3%	91.7%	94.2%	92.7%	100.0%	17.5%	73.3%	72.0%	73.8%
MEDICAL MARIJUANA	69.0%	75.8%	68.7%	64.6%	69.4%	59.8%	80.8%	73.8%	76.4%	64.0%	50.2%	54.4%	40.5%	59.9%
EXPAND MEDICAID PROGRAM	61.9%	60.7%	44.7%	55.2%	72.7%	75.9%	72.9%	18.0%	17.7%	19.3%	72.4%	68.8%	60.6%	72.1%
PARENTS SCHOOL CHOICE	53.3%	66.0%	56.7%	46.9%	51.5%	33.1%	60.6%	70.0%	68.9%	74.0%	44.0%	37.6%	22.8%	43.5%
LEGALIZE SPORTS BETTING	40.1%	47.9%	39.8%	23.4%	41.5%	36.6%	41.8%	20.6%	15.9%	38.0%	16.4%	36.7%	27.9%	40.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
MEDICAID BENEFIT COMBO	3.53	3.43	3.45	3.56	3.58	3.51	3.58	3.66	3.33	3.24	3.23	3.56	3.79	3.78	3.85	3.64
LOWERING STATE TAX RATE	3.44	3.44	3.51	3.44	3.40	3.47	3.34	3.37	3.23	3.54	3.54	3.43	3.29	3.29	3.44	3.67
MEDICAL MARIJUANA	3.11	3.36	3.07	2.77	3.18	3.18	2.83	2.60	3.54	3.00	2.99	3.24	3.16	3.17	2.77	3.40
EXPAND MEDICAID PROGRAM	2.97	2.77	3.02	3.00	3.00	2.91	3.20	3.21	3.17	2.01	1.98	2.94	3.70	3.69	3.85	3.58
PARENTS SCHOOL CHOICE	2.72	2.95	2.81	2.65	2.62	2.73	2.70	2.67	2.80	2.96	2.96	3.00	2.47	2.46	2.56	2.81
LEGALIZE SPORTS BETTING	2.37	2.41	2.53	2.40	2.25	2.33	2.51	2.31	3.14	2.24	2.23	2.51	2.43	2.44	2.00	2.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
MEDICAID BENEFIT COMBO	3.53	3.21	3.64	3.56	3.57	3.78	3.18	3.39	3.56	3.73	3.98	3.51	3.45
LOWERING STATE TAX RATE	3.44	3.45	3.27	3.40	3.48	3.35	3.44	3.44	3.47	3.16	2.67	3.38	3.44
MEDICAL MARIJUANA	3.11	3.23	3.21	3.13	3.06	3.33	2.70	2.91	3.18	3.90	2.64	3.16	3.15
EXPAND MEDICAID PROGRAM	2.97	2.23	3.56	3.06	3.02	3.61	1.97	2.93	2.91	3.65	3.98	2.67	2.88
PARENTS SCHOOL CHOICE	2.72	3.28	2.84	2.75	2.57	2.51	3.28	2.73	2.70	2.90	3.96	3.01	2.89
LEGALIZE SPORTS BETTING	2.37	2.46	2.52	2.33	2.34	2.47	2.40	2.19	2.41	2.75	2.64	2.50	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
MEDICAID BENEFIT COMBO	3.53	3.38	3.87	3.44	3.58	3.78	3.60	3.68	3.24	3.23	3.71	3.78	3.78	3.35	3.77
LOWERING STATE TAX RATE	3.44	3.53	3.15	3.52	3.39	3.24	3.46	3.51	3.54	3.55	3.16	3.33	3.33	3.44	3.45
MEDICAL MARIJUANA	3.11	3.22	3.24	2.97	2.97	2.84	3.41	2.23	3.00	3.01	2.50	3.21	3.21	3.15	3.13
EXPAND MEDICAID PROGRAM	2.97	2.58	3.65	3.08	2.99	3.41	3.26	2.81	2.07	2.06	2.64	3.68	3.69	3.25	3.65
PARENTS SCHOOL CHOICE	2.72	2.90	2.64	2.66	2.53	2.56	2.67	2.20	2.96	2.97	2.22	2.52	2.51	3.29	2.47
LEGALIZE SPORTS BETTING	2.37	2.38	2.61	2.38	2.12	2.27	2.57	1.58	2.28	2.29	1.88	2.43	2.42	2.67	2.57

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
MEDICAID BENEFIT COMBO	3.53	3.21	3.21	3.27	3.77	3.78	3.47	3.72	3.12	3.71
LOWERING STATE TAX RATE	3.44	3.60	3.60	3.53	3.31	3.32	3.10	3.33	3.57	3.41
MEDICAL MARIJUANA	3.11	3.03	3.08	1.91	3.18	3.21	2.58	3.00	3.10	3.52
EXPAND MEDICAID PROGRAM	2.97	2.04	2.05	1.58	3.67	3.71	2.85	3.17	1.97	3.55
PARENTS SCHOOL CHOICE	2.72	2.99	3.04	1.89	2.55	2.55	2.63	2.36	3.38	2.37
LEGALIZE SPORTS BETTING	2.37	2.29	2.30	2.08	2.40	2.42	2.13	2.55	2.46	2.92

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
MEDICAID BENEFIT COMBO	3.53	3.58	3.34	3.60	3.43	3.50	3.54	3.49	3.71	3.77	2.99	3.59	1.34	3.71	1.34	3.25	3.74	3.32	3.26	3.68	3.94
LOWERING STATE TAX RATE	3.44	3.50	3.30	3.46	3.42	3.61	3.20	3.69	1.59	3.39	3.50	3.51	3.60	3.43	3.60	3.49	3.36	3.54	3.50	3.80	3.78
MEDICAL MARIJUANA	3.11	3.66	1.38	3.42	2.80	3.25	2.92	3.16	3.01	3.24	2.79	2.89	2.79	3.13	2.79	2.99	3.14	3.13	3.13	2.88	3.85
EXPAND MEDICAID PROGRAM	2.97	3.13	2.54	3.11	2.89	2.90	2.98	2.89	3.22	3.77	1.40	1.41	1.29	3.13	1.29	2.23	3.43	2.59	2.54	2.60	3.88
PARENTS SCHOOL CHOICE	2.72	2.81	2.36	2.83	2.65	3.72	1.38	2.85	2.02	2.61	2.85	2.93	2.95	2.71	2.95	3.07	2.52	2.84	2.84	3.36	1.65
LEGALIZE SPORTS BETTING	2.37	2.57	1.83	3.44	1.39	2.45	2.25	2.41	2.22	2.45	2.16	2.25	2.04	2.39	2.04	2.44	2.45	2.16	2.09	2.14	3.71

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
MEDICAID BENEFIT COMBO	3.53	3.06	3.71	3.31	3.42	3.76	3.33	3.20	3.73	3.28	3.53	3.75	3.47	3.54	3.74	3.61
LOWERING STATE TAX RATE	3.44	3.48	3.28	3.65	3.50	3.42	3.42	3.48	3.36	3.55	3.55	3.36	3.48	3.57	3.36	3.43
MEDICAL MARIJUANA	3.11	3.04	3.15	3.32	2.95	3.13	2.95	2.97	3.28	3.18	3.08	3.07	2.91	3.35	3.07	2.78
EXPAND MEDICAID PROGRAM	2.97	1.89	3.29	2.45	2.50	3.52	2.73	2.28	3.17	2.44	2.03	3.54	3.16	2.04	3.54	3.27
PARENTS SCHOOL CHOICE	2.72	3.20	2.51	3.00	2.97	2.53	2.66	2.95	2.39	2.93	3.61	2.59	2.51	3.51	2.57	2.36
LEGALIZE SPORTS BETTING	2.37	2.64	2.62	2.24	2.24	2.33	2.08	2.43	2.32	2.12	2.47	2.51	2.32	2.47	2.51	2.35

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
MEDICAID BENEFIT COMBO	3.53	3.22	3.24	3.80	3.80	3.80	3.59	3.27	3.37	3.20	3.52	3.80	3.45	3.22	3.80	3.67	3.32	3.80	3.47	3.19
LOWERING STATE TAX RATE	3.44	3.59	3.27	3.47	3.41	3.53	3.41	3.46	3.45	3.47	3.77	3.27	3.29	3.52	3.59	3.48	3.40	3.39	3.40	3.53
MEDICAL MARIJUANA	3.11	2.84	3.12	3.44	3.47	3.41	3.20	2.82	3.14	2.54	2.96	3.53	3.31	2.90	3.39	3.12	2.74	3.59	3.35	2.91
EXPAND MEDICAID PROGRAM	2.97	2.19	2.34	3.76	3.73	3.78	3.20	2.29	2.54	2.10	2.43	3.76	3.05	2.05	3.75	3.29	2.54	3.80	2.94	2.07
PARENTS SCHOOL CHOICE	2.72	3.08	3.09	2.75	2.89	2.62	2.56	2.91	2.81	2.99	2.37	2.92	2.58	3.04	2.64	2.54	2.77	2.47	2.62	2.98
LEGALIZE SPORTS BETTING	2.37	2.13	2.85	2.72	2.91	2.54	2.33	2.18	2.74	1.73	2.56	2.94	2.57	2.20	2.60	2.18	2.15	2.59	2.27	2.14



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
MEDICAID BENEFIT COMBO	3.53	3.79	3.73	3.46	3.78	3.73	3.52	3.26	3.79	3.32	3.51	3.53	3.53	3.54	3.43	3.46	3.60	3.61	3.27	3.55
LOWERING STATE TAX RATE	3.44	3.52	3.44	3.29	3.53	3.43	3.25	3.58	3.30	2.74	3.55	3.40	3.39	3.42	3.37	3.39	3.40	3.46	3.47	3.36
MEDICAL MARIJUANA	3.11	3.35	3.03	2.60	3.35	3.05	2.57	3.01	3.19	3.50	3.13	3.10	2.84	3.53	2.95	3.46	2.75	3.59	2.74	3.56
EXPAND MEDICAID PROGRAM	2.97	3.73	3.47	2.76	3.73	3.46	2.85	2.13	3.70	3.05	2.94	2.98	2.92	3.00	2.79	2.70	3.02	3.26	2.32	2.88
PARENTS SCHOOL CHOICE	2.72	2.91	2.48	2.75	2.88	2.45	2.63	2.91	2.55	1.91	3.05	2.67	2.68	2.82	2.74	3.00	2.63	2.66	2.74	2.78
LEGALIZE SPORTS BETTING	2.37	2.80	2.39	2.26	2.82	2.37	2.28	2.26	2.46	2.66	2.54	2.31	2.26	2.57	2.39	2.66	2.15	2.48	2.07	2.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
MEDICAID BENEFIT COMBO	3.53	3.78	3.52	3.78	3.57	3.50	3.65	3.42	3.60	3.58	3.68	3.43	3.47	3.60	3.79	3.64	3.79	3.56	3.45	3.43	3.44	
LOWERING STATE TAX RATE	3.44	3.30	3.53	3.29	3.52	3.50	3.33	3.41	3.39	3.59	3.30	3.50	3.39	3.50	3.27	3.49	3.27	3.43	3.45	3.51	3.27	
MEDICAL MARIJUANA	3.11	2.93	3.49	2.96	3.50	3.19	3.02	3.15	3.38	3.24	2.84	3.15	3.08	3.25	2.97	3.28	2.96	3.10	3.09	3.18	3.13	
EXPAND MEDICAID PROGRAM	2.97	3.47	3.21	3.51	3.25	2.79	3.35	2.64	3.19	2.94	3.43	2.48	2.98	3.19	3.64	3.25	3.63	3.01	2.86	2.75	2.74	
PARENTS SCHOOL CHOICE	2.72	2.61	2.92	2.56	2.83	2.71	2.76	2.73	3.02	2.68	2.63	2.82	2.65	2.54	2.84	2.43	2.82	2.91	2.44	2.93	2.63	
LEGALIZE SPORTS BETTING	2.37	2.44	2.63	2.43	2.70	2.51	2.22	2.61	2.40	2.39	2.11	2.34	2.09	2.75	2.30	2.77	2.30	2.39	2.29	2.47	2.44	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

Support/Oppose - SUMMARY MEANS:

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
MEDICAID BENEFIT COMBO	3.53	3.67	3.46	3.39	3.36	3.75	3.58	3.75	3.62	3.39	3.66	3.34	3.66	3.43	3.66	3.28	3.61	3.63	3.70	3.63	3.73
LOWERING STATE TAX RATE	3.44	3.36	3.55	3.51	3.39	3.33	3.53	3.32	3.53	3.46	3.38	3.53	3.23	3.40	3.47	3.52	3.31	3.33	3.43	3.31	3.43
MEDICAL MARIJUANA	3.11	3.02	3.07	3.15	3.09	3.03	3.09	3.06	3.06	2.87	3.33	2.93	3.46	2.81	3.26	2.83	3.54	2.96	3.16	3.00	3.15
EXPAND MEDICAID PROGRAM	2.97	3.24	2.93	2.53	2.63	3.49	3.20	3.52	3.22	2.46	3.39	2.22	3.37	2.69	3.39	2.21	3.17	2.95	3.56	2.99	3.58
PARENTS SCHOOL CHOICE	2.72	2.89	2.31	2.93	2.59	2.88	2.21	2.84	2.08	2.98	2.41	3.10	2.45	2.86	2.38	2.96	2.32	3.03	2.46	2.96	2.41
LEGALIZE SPORTS BETTING	2.37	2.31	2.19	2.25	2.25	2.54	2.35	2.53	2.37	2.21	2.43	2.31	2.53	2.10	2.38	2.11	2.31	2.44	2.51	2.40	2.54

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	PRO-LIFE	PRO-CHOICE
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68			
MEDICAID BENEFIT COMBO	3.53	3.40	3.45	3.26	3.42	3.64	3.36	3.91	3.80	3.36	3.56	3.44	3.69	3.30	3.52	3.62	3.74	3.62	3.77			
LOWERING STATE TAX RATE	3.44	3.56	3.56	3.62	3.55	3.36	3.52	3.22	3.26	3.67	3.16	3.45	3.47	3.60	3.31	3.47	3.39	3.46	3.38			
MEDICAL MARIJUANA	3.11	2.92	2.61	2.37	3.19	3.39	3.54	3.39	3.27	3.05	3.43	2.78	3.36	2.97	3.49	2.82	3.29	2.86	3.29			
EXPAND MEDICAID PROGRAM	2.97	2.53	2.40	2.71	2.53	3.40	2.89	3.91	3.66	2.32	3.36	2.73	3.43	2.30	3.16	2.99	3.58	3.03	3.61			
PARENTS SCHOOL CHOICE	2.72	2.99	3.21	2.83	2.94	2.48	2.53	2.61	2.43	3.07	2.43	2.90	2.51	2.97	2.45	3.02	2.50	2.96	2.44			
LEGALIZE SPORTS BETTING	2.37	2.22	1.84	2.11	2.41	2.55	2.57	2.33	2.58	2.36	2.78	2.07	2.40	2.19	2.40	2.30	2.66	2.28	2.69			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
MEDICAID BENEFIT COMBO	3.53	3.39	3.69	3.71	3.71	4.00	2.59	3.24	3.68	3.67	4.00	4.00	4.00	3.51	3.70	3.75	3.27	4.00	2.45
LOWERING STATE TAX RATE	3.44	3.47	3.39	3.38	3.32	3.00	4.00	3.48	3.39	3.38	4.00	3.00	4.00	3.47	3.38	3.38	2.87	3.00	4.00
MEDICAL MARIJUANA	3.11	3.15	3.05	3.06	2.40	3.10	4.00	3.25	3.10	3.14	1.84	4.00	4.00	3.08	3.01	2.98	3.27	3.00	4.00
EXPAND MEDICAID PROGRAM	2.97	2.62	3.38	3.41	2.79	3.80	2.47	2.32	3.23	3.23	3.13	2.00	4.00	2.82	3.52	3.57	2.27	4.00	2.45
PARENTS SCHOOL CHOICE	2.72	2.77	2.66	2.61	3.75	3.10	3.92	2.94	2.64	2.59	3.85	4.00	3.12	2.63	2.69	2.62	3.60	3.00	4.00
LEGALIZE SPORTS BETTING	2.37	2.27	2.48	2.48	2.03	3.70	2.40	2.38	2.64	2.66	1.74	1.00	-	2.18	2.33	2.32	3.00	4.00	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
MEDICAID BENEFIT COMBO	3.53	3.78	3.57	3.32	3.57	3.58	3.65	3.50	3.46	3.57	3.50	3.58	3.58	3.42	3.31	3.56	3.39	3.59
LOWERING STATE TAX RATE	3.44	3.42	3.52	3.59	3.33	3.39	3.48	3.43	3.55	3.36	3.46	3.39	3.69	3.38	3.54	3.37	3.52	3.27
MEDICAL MARIJUANA	3.11	3.60	3.29	3.18	2.98	2.96	3.42	3.04	3.28	2.97	3.17	2.96	3.59	3.08	3.34	3.05	3.29	2.93
EXPAND MEDICAID PROGRAM	2.97	3.54	2.72	2.84	3.05	2.97	3.03	2.95	2.91	3.00	2.96	2.97	2.85	2.74	2.77	2.76	2.86	2.54
PARENTS SCHOOL CHOICE	2.72	3.03	2.94	2.69	2.82	2.54	2.98	2.67	2.81	2.66	2.81	2.54	2.96	2.77	2.73	2.87	2.83	2.75
LEGALIZE SPORTS BETTING	2.37	2.82	2.73	2.53	2.25	2.13	2.77	2.29	2.62	2.18	2.48	2.13	2.93	2.41	2.70	2.34	2.58	2.34

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
MEDICAID BENEFIT COMBO	3.53	3.72	3.56	3.59	3.58	3.60	3.57	3.45	3.59	3.65	3.53	3.41	3.62	3.55	3.60	3.40	3.54
LOWERING STATE TAX RATE	3.44	3.28	3.47	3.55	3.35	3.42	3.47	3.44	3.44	3.33	3.43	3.55	3.35	3.55	3.39	3.55	3.36
MEDICAL MARIJUANA	3.11	3.26	3.00	3.22	2.92	3.07	2.99	3.18	3.05	2.86	3.20	3.25	3.41	3.18	3.45	3.18	2.93
EXPAND MEDICAID PROGRAM	2.97	3.18	3.11	3.04	3.19	3.04	3.28	2.76	3.12	3.21	2.99	2.69	3.22	2.98	3.18	2.85	2.94
PARENTS SCHOOL CHOICE	2.72	2.99	2.59	2.88	2.51	2.79	2.38	2.81	2.65	2.56	2.73	2.87	3.36	3.03	2.66	2.84	2.50
LEGALIZE SPORTS BETTING	2.37	2.59	2.19	2.54	2.06	2.39	1.97	2.50	2.25	2.14	2.42	2.54	2.71	2.50	3.01	2.52	2.06

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
MEDICAID BENEFIT COMBO	3.53	3.53	3.31	3.50	3.60	3.68	3.43	3.08	3.10	3.01	3.74	3.49	3.01	3.68	
LOWERING STATE TAX RATE	3.44	3.49	3.46	3.49	3.32	3.38	3.60	3.73	3.81	3.45	2.30	3.22	2.95	3.34	
MEDICAL MARIJUANA	3.11	3.33	3.08	3.06	3.04	2.81	3.64	3.05	3.09	2.87	2.94	2.59	2.01	2.85	
EXPAND MEDICAID PROGRAM	2.97	2.94	2.54	2.90	3.16	3.24	3.09	1.74	1.72	1.82	3.35	3.01	2.26	3.32	
PARENTS SCHOOL CHOICE	2.72	3.02	2.78	2.68	2.59	2.27	2.78	3.21	3.30	2.91	2.12	2.42	2.46	2.41	
LEGALIZE SPORTS BETTING	2.37	2.72	2.36	2.00	2.18	2.16	2.54	1.84	1.81	1.94	2.45	2.08	1.88	2.17	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
REPUBLICAN	20.3%	30.5%	21.1%	25.1%	13.5%	21.5%	15.9%	12.9%	25.5%	43.1%	44.2%	3.3%	1.7%	1.7%	-	1.1%
DEMOCRATIC	52.2%	33.1%	49.0%	50.9%	62.1%	49.1%	64.0%	70.6%	42.5%	16.3%	15.8%	35.0%	87.0%	87.4%	73.4%	52.0%
INDEPENDENT/OTHER/DK	27.5%	36.4%	29.9%	24.0%	24.4%	29.5%	20.2%	16.5%	32.1%	40.5%	40.0%	61.6%	11.3%	10.9%	26.6%	46.8%
Independent	24.0%	34.1%	26.3%	18.2%	21.5%	26.6%	14.1%	14.8%	12.1%	37.5%	36.8%	61.6%	9.9%	9.4%	26.6%	29.7%
Other	2.4%	2.1%	2.3%	1.9%	2.8%	2.7%	1.2%	0.5%	3.6%	2.6%	2.7%	-	1.3%	1.3%	-	7.4%
DK/Refused	1.1%	0.2%	1.4%	3.9%	-	0.1%	4.8%	1.3%	16.3%	0.5%	0.5%	-	0.1%	0.1%	-	9.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
REPUBLICAN	20.3%	34.9%	6.5%	15.0%	20.8%	4.4%	39.4%	11.6%	27.4%	21.1%	1.2%	22.1%	15.7%
DEMOCRATIC	52.2%	19.7%	67.7%	54.9%	56.7%	78.3%	24.0%	50.4%	48.1%	57.9%	98.5%	46.7%	51.6%
INDEPENDENT/OTHER/DK	27.5%	45.4%	25.7%	30.0%	22.5%	17.2%	36.6%	38.1%	24.4%	21.0%	0.4%	31.2%	32.7%
Independent	24.0%	37.5%	25.1%	27.9%	19.2%	14.5%	31.1%	33.5%	21.5%	2.7%	0.4%	25.0%	28.4%
Other	2.4%	6.6%	0.6%	1.9%	1.9%	1.6%	5.2%	4.5%	1.2%	10.0%	-	4.7%	3.7%
DK/Refused	1.1%	1.3%	-	0.3%	1.5%	1.1%	0.3%	0.1%	1.7%	8.4%	-	1.5%	0.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
REPUBLICAN	20.3%	32.8%	12.7%	11.2%	12.1%	-	16.2%	17.1%	41.1%	41.2%	36.0%	2.1%	2.1%	-	2.9%
DEMOCRATIC	52.2%	30.4%	72.7%	65.3%	66.7%	86.8%	52.6%	52.8%	19.1%	18.2%	55.1%	85.8%	85.9%	80.7%	49.7%
INDEPENDENT/OTHER/DK	27.5%	36.8%	14.6%	23.5%	21.2%	13.2%	31.2%	30.1%	39.9%	40.6%	8.9%	12.1%	12.0%	19.3%	47.4%
Independent	24.0%	33.4%	13.6%	17.9%	19.2%	7.1%	26.0%	27.8%	36.3%	37.0%	8.9%	10.6%	10.5%	19.3%	30.7%
Other	2.4%	3.0%	0.8%	1.7%	2.0%	5.5%	5.2%	1.5%	3.1%	3.2%	-	1.3%	1.3%	-	4.9%
DK/Refused	1.1%	0.5%	0.2%	3.9%	*%	0.6%	-	0.8%	0.4%	0.5%	-	0.2%	0.2%	-	11.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
REPUBLICAN	20.3%	43.7%	44.2%	31.3%	2.8%	2.3%	15.8%	3.4%	40.2%	3.9%
DEMOCRATIC	52.2%	15.7%	14.6%	45.2%	84.8%	85.5%	67.8%	50.8%	8.6%	47.9%
INDEPENDENT/OTHER/DK	27.5%	40.5%	41.2%	23.5%	12.4%	12.2%	16.4%	45.9%	51.2%	48.2%
Independent	24.0%	36.7%	37.2%	23.5%	10.6%	10.4%	16.4%	35.1%	43.8%	29.1%
Other	2.4%	3.4%	3.5%	-	1.7%	1.7%	-	1.6%	5.8%	3.0%
DK/Refused	1.1%	0.5%	0.5%	-	0.1%	0.1%	-	9.1%	1.6%	16.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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		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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
REPUBLICAN	20.3%	18.5%	23.5%	20.0%	18.1%	26.6%	10.8%	21.6%	16.5%	10.3%	37.6%	40.3%	32.5%	19.6%	32.5%	100.0%	-	-	-	-	-
DEMOCRATIC	52.2%	53.1%	51.4%	58.1%	47.5%	43.3%	63.6%	48.9%	65.2%	67.3%	25.8%	27.5%	19.9%	54.8%	19.9%	-	100.0%	-	-	-	-
INDEPENDENT/OTHER/DK	27.5%	28.4%	25.1%	21.8%	34.3%	30.1%	25.6%	29.5%	18.4%	22.5%	36.6%	32.2%	47.6%	25.5%	47.6%	-	-	100.0%	100.0%	100.0%	100.0%
Independent	24.0%	24.6%	21.9%	17.7%	30.5%	26.0%	22.6%	25.7%	18.1%	19.1%	32.7%	28.3%	46.0%	22.0%	46.0%	-	-	87.3%	100.0%	-	-
Other	2.4%	2.5%	3.1%	1.6%	3.8%	3.6%	1.0%	2.6%	0.3%	1.9%	3.8%	3.8%	1.6%	2.5%	1.6%	-	-	8.7%	-	100.0%	-
DK/Refused	1.1%	1.2%	0.2%	2.5%	0.1%	0.5%	2.1%	1.3%	-	1.4%	0.1%	0.1%	-	1.0%	-	-	-	4.0%	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
REPUBLICAN	20.3%	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-
DEMOCRATIC	52.2%	-	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-
INDEPENDENT/OTHER/DK	27.5%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%
Independent	24.0%	-	-	88.2%	-	-	86.4%	-	-	89.3%	-	-	79.6%	-	-	77.2%
Other	2.4%	-	-	4.7%	-	-	12.7%	-	-	5.9%	-	-	19.8%	-	-	22.2%
DK/Refused	1.1%	-	-	7.1%	-	-	0.9%	-	-	4.8%	-	-	0.5%	-	-	0.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
REPUBLICAN	20.3%	100.0%	100.0%	4.3%	8.5%	0.6%	10.4%	37.4%	34.4%	39.9%	-	5.3%	12.8%	33.5%	3.8%	9.0%	41.3%	7.8%	14.9%	46.0%
DEMOCRATIC	52.2%	-	-	81.2%	83.7%	78.9%	61.0%	29.0%	35.8%	23.6%	100.0%	81.5%	60.5%	26.5%	80.9%	61.3%	31.5%	66.5%	45.5%	13.2%
INDEPENDENT/OTHER/DK	27.5%	-	-	14.5%	7.8%	20.5%	28.6%	33.6%	29.9%	36.6%	-	13.2%	26.7%	40.0%	15.3%	29.7%	27.2%	25.7%	39.6%	40.8%
Independent	24.0%	-	-	12.2%	4.3%	19.3%	26.3%	30.0%	24.1%	34.7%	-	12.7%	26.4%	36.4%	11.9%	26.2%	23.6%	20.3%	38.9%	37.4%
Other	2.4%	-	-	2.2%	3.5%	1.0%	2.2%	3.1%	4.7%	1.8%	-	0.5%	0.1%	2.8%	3.1%	3.4%	3.4%	5.3%	0.5%	2.7%
DK/Refused	1.1%	-	-	0.2%	-	0.3%	0.1%	0.5%	1.1%	-	-	-	0.2%	0.8%	0.2%	0.1%	0.1%	-	0.2%	0.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
REPUBLICAN	20.3%	2.3%	5.5%	17.8%	2.4%	5.6%	14.0%	39.7%	2.0%	3.4%	35.6%	17.4%	22.0%	19.4%	21.3%	22.3%	22.5%	16.8%	36.0%	27.0%
DEMOCRATIC	52.2%	90.0%	78.5%	65.2%	89.6%	78.6%	71.5%	18.9%	84.2%	45.6%	31.9%	57.0%	58.2%	48.6%	54.2%	48.1%	61.0%	49.1%	32.2%	33.5%
INDEPENDENT/OTHER/DK	27.5%	7.7%	16.0%	17.0%	8.0%	15.8%	14.4%	41.4%	13.8%	51.0%	32.5%	25.5%	19.9%	32.0%	24.5%	29.7%	16.5%	34.1%	31.9%	39.5%
Independent	24.0%	7.4%	12.0%	12.9%	7.7%	11.7%	9.9%	36.2%	12.1%	38.7%	22.0%	24.4%	17.1%	28.6%	21.9%	28.0%	13.7%	29.2%	30.1%	34.7%
Other	2.4%	0.3%	4.0%	4.1%	0.3%	4.1%	4.5%	3.3%	1.6%	-	10.1%	0.8%	2.7%	2.6%	2.6%	0.3%	2.7%	4.6%	1.8%	3.9%
DK/Refused	1.1%	-	-	-	-	-	-	2.0%	0.1%	12.3%	0.4%	0.3%	0.1%	0.7%	-	1.3%	0.1%	0.2%	-	1.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
REPUBLICAN	20.3%	8.0%	5.1%	5.8%	5.7%	26.4%	10.7%	23.7%	12.0%	29.2%	10.0%	37.7%	19.3%	9.6%	4.0%	6.9%	4.0%	18.3%	21.9%	17.6%	25.1%
DEMOCRATIC	52.2%	84.1%	77.4%	86.1%	80.0%	48.4%	67.4%	48.9%	63.4%	47.8%	69.3%	29.7%	42.1%	75.9%	87.1%	80.1%	87.0%	55.3%	49.3%	52.8%	42.2%
INDEPENDENT/OTHER/DK	27.5%	7.9%	17.5%	8.1%	14.4%	25.2%	21.9%	27.5%	24.5%	22.9%	20.6%	32.5%	38.6%	14.5%	8.9%	13.0%	9.0%	26.3%	28.9%	29.6%	32.7%
Independent	24.0%	4.2%	17.1%	4.3%	14.0%	22.6%	20.5%	26.4%	22.8%	18.7%	19.4%	29.1%	37.9%	13.2%	7.0%	11.6%	7.0%	24.4%	24.8%	28.7%	28.6%
Other	2.4%	3.6%	0.4%	3.7%	0.4%	2.1%	1.4%	0.3%	1.7%	3.9%	1.2%	2.7%	0.6%	1.2%	2.0%	1.3%	2.0%	1.5%	4.1%	0.2%	4.1%
DK/Refused	1.1%	0.1%	-	0.1%	-	0.6%	0.8%	0.8%	-	0.3%	0.8%	0.7%	0.7%	0.1%	-	0.2%	-	0.4%	0.7%	0.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
REPUBLICAN	20.3%	18.9%	19.8%	27.4%	33.8%	8.2%	3.8%	6.1%	4.2%	31.1%	8.7%	32.2%	6.5%	30.1%	10.0%	35.8%	18.3%	20.8%	1.2%	17.4%	1.3%
DEMOCRATIC	52.2%	57.5%	53.8%	28.0%	35.6%	85.8%	69.8%	87.8%	71.5%	38.1%	68.0%	33.7%	67.4%	42.3%	68.4%	23.8%	47.3%	70.1%	84.1%	73.4%	85.3%
INDEPENDENT/OTHER/DK	27.5%	23.6%	26.4%	44.5%	30.6%	5.9%	26.4%	6.1%	24.3%	30.8%	23.3%	34.1%	26.1%	27.6%	21.6%	40.4%	34.4%	9.1%	14.7%	9.1%	13.4%
Independent	24.0%	20.8%	22.3%	42.2%	27.0%	4.5%	21.5%	4.6%	19.0%	27.1%	21.3%	31.0%	25.3%	23.4%	18.8%	37.4%	31.5%	4.1%	13.4%	3.8%	12.1%
Other	2.4%	2.6%	4.1%	1.6%	3.6%	1.4%	4.9%	1.4%	5.3%	3.2%	1.8%	2.3%	0.6%	3.9%	2.6%	2.4%	2.7%	5.0%	1.2%	5.4%	1.2%
DK/Refused	1.1%	0.2%	*	0.7%	*	-	-	-	-	0.5%	0.2%	0.8%	0.1%	0.2%	0.3%	0.7%	0.1%	-	0.1%	-	0.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
REPUBLICAN	20.3%	29.7%	45.6%	24.5%	24.4%	10.8%	17.8%	7.5%	6.4%	28.3%	11.0%	31.1%	10.7%	35.5%	22.4%	17.0%	1.5%	13.2%	1.5%
DEMOCRATIC	52.2%	36.6%	30.5%	46.0%	36.3%	67.3%	47.8%	72.7%	80.3%	31.0%	68.2%	42.4%	66.7%	21.7%	45.6%	69.7%	84.8%	72.6%	86.4%
INDEPENDENT/OTHER/DK	27.5%	33.7%	23.9%	29.5%	39.3%	21.9%	34.4%	19.9%	13.3%	40.7%	20.8%	26.5%	22.6%	42.9%	32.0%	13.4%	13.7%	14.2%	12.0%
Independent	24.0%	28.0%	14.9%	26.5%	34.3%	20.1%	32.1%	16.0%	12.2%	34.1%	20.4%	21.9%	19.9%	37.3%	29.4%	7.6%	12.6%	8.0%	10.9%
Other	2.4%	3.5%	9.0%	3.0%	1.2%	1.7%	2.3%	2.5%	1.1%	2.6%	0.3%	4.4%	2.6%	2.5%	2.5%	5.6%	1.1%	5.9%	1.1%
DK/Refused	1.1%	2.2%	-	-	3.8%	0.1%	-	1.3%	1.1%	4.0%	0.1%	0.2%	0.1%	3.0%	0.1%	0.2%	-	0.2%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

14. With which political party are you registered?

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
REPUBLICAN	20.3%	30.3%	7.6%	6.4%	55.1%	-	-	29.6%	11.1%	10.0%	43.3%	-	-	30.8%	4.6%	3.3%	73.5%	-	-
DEMOCRATIC	52.2%	30.6%	79.6%	81.7%	44.9%	-	28.8%	21.7%	77.4%	78.5%	56.7%	-	11.8%	37.1%	81.5%	84.5%	26.5%	-	30.5%
INDEPENDENT/OTHER/DK	27.5%	39.0%	12.7%	11.9%	-	100.0%	71.2%	48.6%	11.4%	11.6%	-	100.0%	88.2%	32.1%	13.9%	12.2%	-	100.0%	69.5%
Independent	24.0%	34.9%	10.1%	9.2%	-	100.0%	71.2%	44.2%	8.6%	8.6%	-	100.0%	88.2%	28.1%	11.5%	9.7%	-	100.0%	69.5%
Other	2.4%	2.3%	2.5%	2.6%	-	-	-	0.3%	2.8%	3.0%	-	-	-	3.8%	2.2%	2.4%	-	-	-
DK/Refused	1.1%	1.9%	0.1%	0.1%	-	-	-	4.2%	-	-	-	-	-	0.2%	0.1%	0.1%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
REPUBLICAN	20.3%	31.7%	32.4%	26.5%	18.9%	10.2%	32.2%	17.7%	28.9%	14.1%	25.1%	10.2%	35.3%	17.7%	33.0%	11.6%	26.6%	8.1%
DEMOCRATIC	52.2%	35.9%	43.9%	40.8%	53.2%	66.4%	40.7%	54.7%	40.8%	60.5%	45.5%	66.4%	25.3%	53.1%	31.1%	61.1%	40.1%	65.7%
INDEPENDENT/OTHER/DK	27.5%	32.4%	23.7%	32.7%	27.9%	23.4%	27.1%	27.5%	30.3%	25.4%	29.4%	23.4%	39.3%	29.3%	36.0%	27.4%	33.3%	26.2%
Independent	24.0%	27.4%	19.4%	27.5%	23.7%	22.3%	22.5%	24.3%	25.4%	22.9%	24.7%	22.3%	32.2%	26.4%	32.0%	23.9%	28.0%	26.2%
Other	2.4%	4.7%	4.0%	4.5%	1.0%	0.9%	4.3%	2.0%	4.4%	0.9%	3.1%	0.9%	6.9%	0.2%	3.0%	0.3%	2.1%	-
DK/Refused	1.1%	0.3%	0.3%	0.7%	3.2%	0.2%	0.3%	1.3%	0.6%	1.5%	1.5%	0.2%	0.2%	2.7%	1.0%	3.2%	3.2%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
REPUBLICAN	20.3%	29.3%	17.8%	25.3%	15.9%	23.8%	11.7%	21.1%	19.7%	12.1%	17.6%	31.2%	44.5%	36.7%	17.5%	20.9%	11.7%
DEMOCRATIC	52.2%	54.7%	56.0%	49.2%	60.2%	50.0%	66.9%	47.6%	55.8%	70.7%	54.4%	31.6%	9.6%	42.3%	56.9%	46.3%	62.4%
INDEPENDENT/OTHER/DK	27.5%	16.0%	26.2%	25.5%	23.9%	26.2%	21.4%	31.3%	24.5%	17.1%	28.0%	37.2%	45.8%	20.9%	25.6%	32.8%	25.8%
Independent	24.0%	13.7%	22.7%	19.6%	22.2%	22.0%	19.6%	27.6%	21.2%	15.6%	26.4%	29.8%	36.9%	18.6%	14.1%	29.0%	24.4%
Other	2.4%	1.9%	3.4%	5.7%	1.4%	4.0%	1.5%	1.5%	3.1%	1.5%	1.5%	4.3%	5.7%	2.2%	3.6%	3.5%	1.3%
DK/Refused	1.1%	0.4%	0.2%	0.2%	0.2%	0.2%	0.3%	2.2%	0.2%	0.1%	0.2%	3.1%	3.2%	0.2%	7.9%	0.3%	0.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
REPUBLICAN	20.3%	29.9%	29.6%	16.1%	13.0%	3.1%	-	-	-	-	-	-	-	-	
DEMOCRATIC	52.2%	42.2%	38.3%	55.8%	51.9%	80.8%	-	-	-	-	-	-	-	-	
INDEPENDENT/OTHER/DK	27.5%	27.9%	32.1%	28.1%	35.1%	16.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Independent	24.0%	23.1%	31.2%	23.5%	28.9%	15.5%	82.8%	89.4%	90.9%	84.1%	87.5%	90.3%	96.9%	87.7%	
Other	2.4%	1.9%	0.6%	4.4%	6.1%	0.5%	7.0%	10.1%	8.5%	15.9%	12.5%	8.8%	3.1%	11.0%	
DK/Refused	1.1%	2.8%	0.3%	0.2%	0.2%	-	10.2%	0.5%	0.6%	-	-	0.9%	-	1.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD				GENERIC BALLOT				FIRM UNDECIDED		
		HD 1	HD 5	HD 23	HD 27	DEFIN-ITELY VOTING	LIKELY VOTING	Very Likely	Some-what Likely	REPUB-LICAN CAND.	Vote	Lean	DEMO-CRATIC CAND.		Vote	Lean
Total Answering	61	16	13	15	17	51	10	6	4	58	58	0	2	2	-	0
SUPPORTER OF TRUMP	62.3%	77.4%	56.4%	45.1%	68.4%	64.0%	53.7%	35.1%	84.4%	64.4%	64.5%	-	18.0%	18.0%	-	-
TRADITIONAL REPUB. PARTY	31.7%	22.6%	34.9%	42.2%	28.3%	29.4%	43.4%	63.8%	9.7%	30.7%	30.5%	100.0%	57.8%	57.8%	-	24.1%
DK/REFUSED	6.0%	-	8.8%	12.7%	3.4%	6.6%	2.9%	1.0%	5.9%	4.9%	4.9%	-	24.1%	24.1%	-	75.9%
Net Diff.	30.6%	54.8%	21.5%	2.9%	40.1%	34.6%	10.2%	-28.7%	74.6%	33.7%	34.0%	-100%	-39.8%	-39.8%	-	-24.1%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	61	14	1	11	35	2	10	9	40	1	0	8	17
SUPPORTER OF TRUMP	62.3%	83.4%	16.5%	52.3%	58.9%	62.4%	62.9%	64.8%	61.6%	100.0%	-	71.8%	66.8%
TRADITIONAL REPUB. PARTY	31.7%	16.6%	83.5%	40.7%	32.9%	37.6%	37.1%	29.1%	30.6%	-	100.0%	28.2%	30.1%
DK/REFUSED	6.0%	-	-	7.0%	8.3%	-	-	6.2%	7.8%	-	-	-	3.1%
Net Diff.	30.6%	66.8%	-66.9%	11.6%	26.0%	24.9%	25.9%	35.7%	31.0%	100.0%	-100%	43.5%	36.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

BANNER 3

	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 Answering	61	40	6	7	4	-	2	2	57	56	1	3	3	-	1
SUPPORTER OF TRUMP	62.3%	67.2%	46.1%	49.3%	70.0%	-	-	100.0%	65.4%	66.7%	-	7.0%	7.0%	-	37.2%
TRADITIONAL REPUB. PARTY	31.7%	28.8%	26.1%	47.0%	25.2%	-	100.0%	-	29.6%	29.8%	19.5%	73.6%	73.6%	-	25.7%
DK/REFUSED	6.0%	4.0%	27.8%	3.7%	4.8%	-	-	-	5.0%	3.4%	80.5%	19.5%	19.5%	-	37.2%
Net Diff.	30.6%	38.5%	20.1%	2.3%	44.8%	-	-100%	100.0%	35.8%	36.9%	-19.5%	-66.6%	-66.6%	-	11.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-UNDE- ABLE CIED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS
Total Answering	61	56	54	1	4	3	1	1	13	1
SUPPORTER OF TRUMP	62.3%	66.3%	65.8%	84.5%	10.5%	13.6%	-	47.9%	83.1%	37.2%
TRADITIONAL REPUB. PARTY	31.7%	30.2%	31.0%	1.8%	52.7%	68.1%	-	28.2%	16.9%	25.7%
DK/REFUSED	6.0%	3.5%	3.2%	13.7%	36.8%	18.2%	100.0%	23.9%	-	37.2%
Net Diff.	30.6%	36.1%	34.8%	82.7%	-42.1%	-54.5%	-	19.7%	66.2%	11.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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.
  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								
	MARIJUANA		BETTING IN NC		PRIV. SCHOOLS		TAX RATE		PROGRAM		EMPLOYMENT		COMBO				REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other
SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE						
Total Answering	61	38	16	24	24	43	13	52	5	19	36	34	8	53	8	61	-	-	-	-	-
SUPPORTER OF TRUMP	62.3%	53.6%	73.7%	46.1%	77.6%	59.7%	69.0%	65.7%	53.0%	64.1%	59.9%	60.0%	66.9%	61.5%	66.9%	62.3%	-	-	-	-	-
TRADITIONAL REPUB. PARTY	31.7%	40.0%	25.0%	42.6%	18.6%	33.1%	26.6%	27.7%	47.0%	30.6%	33.4%	32.2%	33.1%	31.6%	33.1%	31.7%	-	-	-	-	-
DK/REFUSED	6.0%	6.4%	1.3%	11.4%	3.8%	7.2%	4.4%	6.6%	-	5.2%	6.6%	7.8%	-	6.9%	-	6.0%	-	-	-	-	-
Net Diff.	30.6%	13.6%	48.8%	3.5%	59.1%	26.5%	42.4%	37.9%	6.1%	33.5%	26.5%	27.8%	33.9%	29.9%	33.9%	30.6%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

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	61	28	-	-	33	-	-	51	-	-	10	-	-	8	-	-	
SUPPORTER OF TRUMP	62.3%	67.5%	-	-	57.9%	-	-	64.4%	-	-	52.5%	-	-	53.6%	-	-	
TRADITIONAL REPUB. PARTY	31.7%	25.8%	-	-	36.7%	-	-	29.1%	-	-	44.9%	-	-	43.1%	-	-	
DK/REFUSED	6.0%	6.7%	-	-	5.4%	-	-	6.6%	-	-	2.6%	-	-	3.2%	-	-	
Net Diff.	30.6%	41.7%	-	-	21.2%	-	-	35.3%	-	-	7.6%	-	-	10.5%	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  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	CONSERVATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE
Total Answering	61	38	19	3	3	0	9	48	20	28	-	1	4	21	1	5	27	2	7	41
SUPPORTER OF TRUMP	62.3%	100.0%	-	40.7%	43.7%	-	47.2%	65.7%	50.3%	76.5%	-	91.0%	67.7%	65.3%	-	29.8%	66.1%	60.5%	41.5%	67.7%
TRADITIONAL REPUB. PARTY	31.7%	-	100.0%	38.1%	33.5%	100.0%	38.8%	30.8%	43.4%	22.1%	-	9.0%	32.3%	27.0%	61.6%	44.4%	33.9%	8.0%	40.0%	29.1%
DK/REFUSED	6.0%	-	-	21.2%	22.8%	-	13.9%	3.4%	6.3%	1.4%	-	-	-	7.7%	38.4%	25.8%	-	31.5%	18.5%	3.2%
Net Diff.	30.6%	100.0%	-100%	2.6%	10.2%	-100%	8.4%	34.9%	7.0%	54.5%	-	82.0%	35.5%	38.3%	-61.6%	-14.5%	32.2%	52.5%	1.5%	38.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

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	61	1	2	7	1	2	5	58	3	0	18	42	37	18	15	10	22	9	30	17
SUPPORTER OF TRUMP	62.3%	-	64.7%	55.3%	-	64.7%	58.3%	65.6%	3.5%	-	52.5%	67.2%	60.0%	59.1%	59.0%	72.4%	60.7%	43.6%	66.0%	55.6%
TRADITIONAL REPUB. PARTY	31.7%	100.0%	35.3%	40.9%	100.0%	35.3%	36.5%	29.1%	78.2%	100.0%	44.8%	25.8%	32.9%	35.2%	30.4%	24.9%	34.7%	47.1%	26.3%	38.4%
DK/REFUSED	6.0%	-	-	3.7%	-	-	5.2%	5.3%	18.4%	-	2.7%	7.0%	7.1%	5.8%	10.7%	2.7%	4.6%	9.3%	7.8%	6.0%
Net Diff.	30.6%	-100%	29.4%	14.4%	-100%	29.4%	21.8%	36.5%	-74.7%	-100%	7.7%	41.3%	27.0%	23.9%	28.6%	47.5%	26.0%	-3.4%	39.7%	17.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  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	61	7	2	5	2	39	12	18	5	21	8	33	10	6	3	4	3	33	24	15	11	
SUPPORTER OF TRUMP	62.3%	33.2%	98.0%	27.0%	98.0%	55.2%	72.6%	65.0%	66.1%	46.9%	76.3%	57.6%	77.3%	42.7%	54.6%	40.0%	54.6%	51.5%	71.8%	52.9%	80.6%	
TRADITIONAL REPUB. PARTY	31.7%	62.9%	2.0%	67.4%	2.0%	38.9%	16.6%	30.9%	9.2%	45.8%	20.9%	36.5%	9.1%	52.8%	45.4%	53.2%	45.4%	42.9%	20.7%	34.5%	19.4%	
DK/REFUSED	6.0%	3.9%	-	5.6%	-	5.9%	10.8%	4.1%	24.6%	7.4%	2.8%	5.9%	13.7%	4.5%	-	6.8%	-	5.6%	7.5%	12.6%	-	
Net Diff.	30.6%	-29.7%	95.9%	-40.4%	95.9%	16.2%	56.0%	34.1%	56.9%	1.1%	55.4%	21.1%	68.2%	-10.1%	9.2%	-13.2%	9.2%	8.6%	51.0%	18.3%	61.3%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

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 Answering	61	19	13	26	22	7	2	5	2	45	11	22	3	22	8	35	10	9	1	7	1
SUPPORTER OF TRUMP	62.3%	50.5%	64.6%	56.7%	69.9%	33.0%	100.0%	27.2%	100.0%	65.8%	64.9%	68.5%	71.4%	63.1%	62.3%	67.9%	71.5%	57.8%	-	60.5%	-
TRADITIONAL REPUB. PARTY	31.7%	49.5%	21.9%	37.4%	22.1%	63.4%	-	67.7%	-	27.9%	27.5%	23.4%	26.6%	32.4%	27.9%	25.0%	20.8%	39.4%	100.0%	35.8%	100.0%
DK/REFUSED	6.0%	-	13.6%	5.8%	8.1%	3.7%	-	5.1%	-	6.3%	7.6%	8.0%	2.0%	4.5%	9.8%	7.1%	7.7%	2.9%	-	3.6%	-
Net Diff.	30.6%	1.0%	42.7%	19.3%	47.8%	-30.4%	100.0%	-40.4%	100.0%	37.9%	37.4%	45.1%	44.8%	30.8%	34.5%	42.9%	50.8%	18.4%	-100%	24.7%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

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:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:
										MALE	FEMALE	WHITE	NON-WHITE	AFRICAN-AMER.						
Total Answering	61	42	16	6	20	14	9	1	4	20	5	22	9	34	13	7	1	5	1	
SUPPORTER OF TRUMP	62.3%	64.4%	66.0%	84.8%	56.6%	61.4%	67.3%	22.4%	57.7%	69.1%	64.7%	60.1%	59.3%	67.0%	67.1%	52.0%	-	53.5%	-	
TRADITIONAL REPUB. PARTY	31.7%	31.1%	32.7%	8.8%	37.0%	32.5%	31.9%	53.3%	29.2%	26.5%	34.1%	35.3%	31.4%	28.2%	26.7%	44.5%	100.0%	41.7%	100.0%	
DK/REFUSED	6.0%	4.5%	1.3%	6.5%	6.4%	6.2%	0.8%	24.4%	13.1%	4.4%	1.2%	4.6%	9.3%	4.7%	6.2%	3.5%	-	4.8%	-	
Net Diff.	30.6%	33.3%	33.3%	76.0%	19.6%	28.9%	35.4%	-30.9%	28.6%	42.6%	30.6%	24.7%	27.8%	38.8%	40.3%	7.6%	-100%	11.8%	-100%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  2. More of a supporter of the traditional Republican Party.

BANNER 12

	TOTAL		RACIAL BACKGROUND						RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON- WHITE	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 Answering	61	51	10	8	2	-	-	21	7	6	1	-	-	30	3	2	1	-	-	
SUPPORTER OF TRUMP	62.3%	64.4%	52.5%	53.6%	47.9%	-	-	64.6%	77.6%	73.9%	100.0%	-	-	64.2%	-	-	-	-	-	
TRADITIONAL REPUB. PARTY	31.7%	29.1%	44.9%	43.1%	52.1%	-	-	28.1%	18.6%	21.6%	-	-	-	29.8%	100.0%	100.0%	100.0%	-	-	
DK/REFUSED	6.0%	6.6%	2.6%	3.2%	-	-	-	7.3%	3.8%	4.5%	-	-	-	6.0%	-	-	-	-	-	
Net Diff.	30.6%	35.3%	7.6%	10.5%	-4.3%	-	-	36.5%	58.9%	52.3%	100.0%	-	-	34.5%	-100%	-100%	-100%	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  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	61	7	11	19	15	10	17	44	36	24	51	10	9	19	19	8	25	3
SUPPORTER OF TRUMP	62.3%	53.0%	60.1%	54.2%	73.2%	70.2%	57.4%	64.2%	55.7%	72.0%	60.7%	70.2%	61.4%	70.3%	62.0%	80.0%	64.5%	90.2%
TRADITIONAL REPUB. PARTY	31.7%	47.0%	37.1%	40.7%	17.4%	19.6%	40.9%	28.1%	40.8%	18.3%	34.1%	19.6%	37.8%	20.2%	35.6%	3.7%	27.9%	9.8%
DK/REFUSED	6.0%	-	2.7%	5.1%	9.5%	10.1%	1.7%	7.7%	3.5%	9.7%	5.2%	10.1%	0.7%	9.5%	2.5%	16.4%	7.6%	-
Net Diff.	30.6%	6.1%	23.0%	13.5%	55.8%	50.6%	16.5%	36.1%	14.9%	53.7%	26.6%	50.6%	23.6%	50.2%	26.4%	76.3%	36.6%	80.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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.
  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	61	8	25	17	16	26	7	28	33	12	18	31	7	19	5	13	16
SUPPORTER OF TRUMP	62.3%	53.0%	59.5%	48.6%	67.8%	57.2%	60.7%	67.5%	57.9%	86.9%	52.0%	59.1%	48.4%	67.3%	39.6%	67.2%	66.3%
TRADITIONAL REPUB. PARTY	31.7%	44.3%	34.1%	46.7%	26.0%	39.8%	24.3%	25.8%	36.7%	13.1%	43.1%	32.0%	51.6%	20.0%	55.5%	31.2%	28.9%
DK/REFUSED	6.0%	2.7%	6.3%	4.7%	6.2%	3.0%	15.0%	6.7%	5.4%	-	4.8%	9.0%	-	12.7%	5.0%	1.6%	4.8%
Net Diff.	30.6%	8.7%	25.4%	1.9%	41.8%	17.4%	36.4%	41.7%	21.2%	73.9%	8.9%	27.1%	-3.2%	47.3%	-15.9%	35.9%	37.4%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
LIBERAL	20.7%	23.3%	21.9%	14.2%	22.2%	21.5%	17.7%	17.6%	17.9%	3.2%	2.9%	16.2%	38.5%	38.6%	33.3%	16.4%
Very	9.8%	9.6%	10.8%	7.9%	10.2%	10.5%	6.9%	6.9%	7.1%	1.2%	1.2%	-	17.8%	18.0%	12.3%	11.4%
Somewhat	10.9%	13.7%	11.1%	6.3%	12.0%	11.0%	10.8%	10.7%	10.9%	2.1%	1.7%	16.2%	20.6%	20.6%	21.0%	5.0%
MODERATE	28.0%	33.2%	29.7%	32.0%	23.2%	26.1%	35.3%	36.2%	32.6%	20.5%	19.8%	45.0%	34.2%	33.9%	43.6%	34.5%
CONSERVATIVE	43.0%	39.1%	44.3%	44.5%	43.2%	46.0%	31.6%	33.7%	24.7%	71.6%	72.6%	32.3%	17.9%	17.8%	23.1%	28.6%
Somewhat	19.3%	8.1%	17.1%	25.5%	21.9%	21.0%	12.6%	9.4%	23.2%	29.0%	28.9%	32.3%	9.9%	9.5%	23.1%	19.0%
Very	23.7%	30.9%	27.2%	19.0%	21.4%	25.0%	18.9%	24.3%	1.5%	42.6%	43.7%	-	8.1%	8.3%	-	9.6%
DK/REFUSED	8.3%	4.4%	4.2%	9.3%	11.4%	6.3%	15.4%	12.6%	24.8%	4.7%	4.7%	6.6%	9.4%	9.7%	-	20.6%
Net Diff.	22.3%	15.8%	22.3%	30.3%	21.1%	24.5%	13.9%	16.1%	6.8%	68.3%	69.7%	16.1%	-20.5%	-20.8%	-10.2%	12.2%
Mean	3.39	3.39	3.40	3.46	3.36	3.42	3.31	3.38	3.02	4.15	4.18	3.17	2.67	2.66	2.78	3.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
LIBERAL	20.7%	16.7%	18.1%	22.3%	21.3%	41.6%	0.7%	20.2%	16.6%	58.5%	-	16.3%	22.1%
Very	9.8%	11.3%	7.7%	10.7%	9.3%	20.9%	-	11.4%	6.4%	30.5%	-	9.8%	12.4%
Somewhat	10.9%	5.4%	10.4%	11.6%	12.0%	20.7%	0.7%	8.8%	10.1%	27.9%	-	6.5%	9.7%
MODERATE	28.0%	9.0%	55.6%	26.1%	29.9%	30.5%	17.1%	29.6%	28.2%	27.0%	98.5%	24.7%	24.0%
CONSERVATIVE	43.0%	74.3%	18.9%	39.4%	40.2%	22.0%	82.1%	41.9%	44.7%	14.6%	1.2%	55.8%	45.2%
Somewhat	19.3%	28.1%	11.0%	22.2%	17.0%	10.6%	40.5%	22.1%	17.4%	14.6%	1.2%	26.9%	23.7%
Very	23.7%	46.2%	7.9%	17.2%	23.2%	11.4%	41.6%	19.7%	27.3%	-	-	28.9%	21.5%
DK/REFUSED	8.3%	-	7.4%	12.2%	8.6%	6.0%	*	8.4%	10.5%	-	0.4%	3.2%	8.8%
Net Diff.	22.3%	57.6%	0.7%	17.0%	18.9%	-19.6%	81.4%	21.7%	28.2%	-43.9%	1.2%	39.6%	23.1%
Mean	3.39	3.92	3.01	3.27	3.36	2.69	4.23	3.33	3.55	2.26	3.01	3.61	3.35



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
LIBERAL	20.7%	14.0%	25.9%	21.5%	21.7%	62.2%	37.8%	4.3%	5.7%	5.8%	-	38.4%	38.2%	50.7%	2.7%
Very	9.8%	5.7%	14.0%	7.7%	12.2%	29.7%	27.0%	2.0%	4.4%	4.5%	-	16.5%	16.5%	12.5%	1.1%
Somewhat	10.9%	8.3%	11.9%	13.8%	9.5%	32.5%	10.8%	2.2%	1.3%	1.3%	-	22.0%	21.7%	38.2%	1.6%
MODERATE	28.0%	24.2%	38.8%	31.9%	33.0%	4.7%	25.9%	17.8%	19.0%	18.2%	55.1%	35.5%	35.3%	49.3%	38.5%
CONSERVATIVE	43.0%	58.0%	19.4%	40.4%	38.2%	25.0%	34.9%	31.2%	70.7%	71.3%	44.9%	16.7%	16.9%	-	33.5%
Somewhat	19.3%	25.9%	5.6%	23.2%	13.5%	16.4%	11.6%	8.4%	29.3%	28.9%	44.9%	8.3%	8.4%	-	25.4%
Very	23.7%	32.0%	13.8%	17.1%	24.7%	8.7%	23.3%	22.8%	41.4%	42.4%	-	8.4%	8.5%	-	8.1%
DK/REFUSED	8.3%	3.9%	15.9%	6.2%	7.1%	8.1%	1.4%	46.8%	4.6%	4.7%	-	9.4%	9.5%	-	25.3%
Net Diff.	22.3%	44.0%	-6.5%	18.9%	16.5%	-37.2%	-2.9%	26.9%	65.0%	65.4%	44.9%	-21.8%	-21.3%	-50.7%	30.7%
Mean	3.39	3.73	2.92	3.30	3.31	2.37	2.93	3.90	4.07	4.08	3.45	2.67	2.68	2.37	3.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-	UNDE-		
		VOTE	Vote	Lean	VOTE	Vote	Lean	ABLE	CIDED	HANIG	BOTH
		HANIG			JORDAN			UNDE-	HANIG	BAL-	
							CIDED			LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
LIBERAL	20.7%	2.9%	3.0%	-	39.9%	40.2%	30.4%	3.5%	7.4%	1.7%	
Very	9.8%	1.9%	2.0%	-	18.3%	18.9%	4.0%	1.7%	6.3%	1.5%	
Somewhat	10.9%	1.0%	1.0%	-	21.5%	21.3%	26.4%	1.8%	1.1%	0.2%	
MODERATE	28.0%	19.4%	20.1%	0.9%	35.1%	35.3%	31.4%	31.1%	6.4%	31.3%	
CONSERVATIVE	43.0%	72.9%	71.9%	99.1%	16.0%	15.1%	38.2%	45.3%	86.2%	32.3%	
Somewhat	19.3%	28.1%	28.8%	9.7%	9.5%	9.1%	18.9%	29.4%	32.2%	21.2%	
Very	23.7%	44.9%	43.2%	89.4%	6.5%	6.0%	19.3%	15.9%	54.0%	11.1%	
DK/REFUSED	8.3%	4.8%	5.0%	-	9.0%	9.4%	-	20.1%	-	34.7%	
Net Diff.	22.3%	70.1%	69.0%	99.1%	-23.8%	-25.2%	7.8%	41.8%	78.8%	30.6%	
Mean	3.39	4.19	4.16	4.89	2.61	2.58	3.23	3.70	4.26	3.62	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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		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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
LIBERAL	20.7%	25.5%	12.1%	26.6%	14.9%	22.1%	20.8%	21.3%	20.5%	32.0%	2.7%	0.8%	8.2%	22.2%	8.2%	4.4%	32.2%	10.9%	10.5%	18.7%	2.9%
Very	9.8%	11.8%	5.4%	13.4%	6.6%	11.2%	8.8%	9.3%	12.2%	14.9%	1.7%	0.5%	5.3%	10.4%	5.3%	4.1%	15.7%	2.8%	1.7%	14.2%	-
Somewhat	10.9%	13.7%	6.7%	13.1%	8.3%	10.9%	12.1%	11.9%	8.2%	17.1%	0.9%	0.3%	2.9%	11.8%	2.9%	0.3%	16.5%	8.2%	8.8%	4.5%	2.9%
MODERATE	28.0%	30.2%	22.6%	27.1%	32.2%	25.0%	32.6%	27.1%	28.7%	33.6%	20.3%	17.0%	29.9%	28.4%	29.9%	14.4%	32.8%	29.1%	30.7%	25.3%	2.4%
CONSERVATIVE	43.0%	36.5%	59.5%	37.6%	47.4%	47.8%	37.9%	44.8%	39.4%	25.9%	73.8%	74.6%	61.9%	41.1%	61.9%	79.2%	23.9%	52.5%	53.7%	56.0%	18.6%
Somewhat	19.3%	20.1%	18.9%	25.7%	12.7%	19.3%	17.9%	19.6%	15.6%	13.0%	29.4%	30.1%	21.6%	18.3%	21.6%	32.6%	13.2%	20.9%	19.3%	37.8%	18.6%
Very	23.7%	16.5%	40.5%	11.9%	34.8%	28.5%	20.0%	25.1%	23.7%	12.9%	44.4%	44.5%	40.3%	22.8%	40.3%	46.6%	10.7%	31.6%	34.3%	18.2%	-
DK/REFUSED	8.3%	7.8%	5.9%	8.8%	5.4%	5.2%	8.7%	6.9%	11.5%	8.5%	3.2%	7.6%	*	8.3%	*	2.0%	11.1%	7.5%	5.1%	-	76.0%
Net Diff.	22.3%	11.1%	47.4%	11.1%	32.5%	25.7%	17.1%	23.5%	18.9%	-6.1%	71.1%	73.8%	53.7%	18.9%	53.7%	74.8%	-8.3%	41.5%	43.1%	37.3%	15.7%
Mean	3.39	3.17	3.88	3.10	3.64	3.45	3.31	3.42	3.34	2.91	4.18	4.28	3.89	3.34	3.89	4.20	2.85	3.76	3.80	3.41	3.65

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
LIBERAL	20.7%	4.3%	29.6%	7.3%	4.5%	34.0%	14.6%	3.6%	30.0%	9.1%	8.8%	33.2%	17.9%	10.9%	32.5%	20.0%
Very	9.8%	4.3%	16.5%	2.3%	3.9%	15.1%	3.3%	3.5%	13.5%	2.1%	7.3%	16.8%	5.5%	9.0%	15.8%	6.2%
Somewhat	10.9%	-	13.1%	5.0%	0.6%	18.9%	11.3%	0.1%	16.6%	7.0%	1.5%	16.3%	12.3%	1.9%	16.7%	13.8%
MODERATE	28.0%	14.5%	30.4%	20.4%	14.4%	34.3%	37.8%	13.0%	39.4%	26.9%	21.5%	29.7%	37.9%	26.8%	29.5%	40.6%
CONSERVATIVE	43.0%	76.9%	26.9%	62.0%	81.1%	21.9%	42.9%	81.0%	23.1%	55.8%	69.7%	24.4%	39.9%	62.3%	25.0%	34.5%
Somewhat	19.3%	36.5%	12.8%	22.5%	29.3%	13.5%	19.3%	31.7%	15.2%	18.6%	37.2%	12.3%	29.4%	34.6%	12.5%	28.3%
Very	23.7%	40.4%	14.1%	39.5%	51.9%	8.4%	23.6%	49.3%	7.8%	37.2%	32.5%	12.2%	10.5%	27.6%	12.4%	6.1%
DK/REFUSED	8.3%	4.3%	13.0%	10.2%	-	9.8%	4.7%	2.4%	7.4%	8.2%	-	12.7%	4.4%	-	13.0%	5.0%
Net Diff.	22.3%	72.6%	-2.7%	54.7%	76.6%	-12.1%	28.3%	77.4%	-7.0%	46.7%	60.9%	-8.7%	22.0%	51.3%	-7.6%	14.5%
Mean	3.39	4.14	2.94	4.02	4.25	2.79	3.51	4.26	2.86	3.89	3.86	2.85	3.28	3.70	2.87	3.15

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 REPUBLIC.	LIBERAL	Very	Some- what	MOD- ERATE	CONSERVATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE	LIB- ERAL	MOD- ERATE	CONSERVATIVE
Total	300	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
LIBERAL	20.7%	2.9%	5.3%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-
Very	9.8%	2.9%	4.3%	47.2%	100.0%	-	-	-	-	-	-	54.8%	-	-	42.7%	-	-	43.3%	-	-
Somewhat	10.9%	-	1.0%	52.8%	-	100.0%	-	-	-	-	-	45.2%	-	-	57.3%	-	-	56.7%	-	-
MODERATE	28.0%	10.9%	17.6%	-	-	-	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-
CONSERVATIVE	43.0%	83.6%	77.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%
Somewhat	19.3%	26.3%	44.6%	-	-	-	-	44.8%	100.0%	-	66.1%	-	-	43.0%	-	-	46.5%	-	-	40.3%
Very	23.7%	57.2%	32.4%	-	-	-	-	55.2%	-	100.0%	33.9%	-	-	57.0%	-	-	53.5%	-	-	59.7%
DK/REFUSED	8.3%	2.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	22.3%	80.7%	71.7%	-100%	-100%	-100%	-	100.0%	100.0%	100.0%	100.0%	-100%	-	100.0%	-100%	-	100.0%	-100%	-	100.0%
Mean	3.39	4.39	4.00	1.53	1.00	2.00	3.00	4.55	4.00	5.00	4.34	1.45	3.00	4.57	1.57	3.00	4.53	1.57	3.00	4.60

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
LIBERAL	20.7%	100.0%	-	-	100.0%	-	-	3.3%	37.2%	37.3%	19.1%	21.3%	16.6%	30.6%	16.8%	22.6%	16.5%	37.6%	6.6%	25.0%
Very	9.8%	49.9%	-	-	48.0%	-	-	2.6%	16.4%	27.0%	6.5%	10.7%	8.4%	14.4%	8.9%	11.9%	8.0%	16.6%	4.5%	9.6%
Somewhat	10.9%	50.1%	-	-	52.0%	-	-	0.7%	20.7%	10.3%	12.5%	10.5%	8.3%	16.2%	7.9%	10.7%	8.5%	21.0%	2.1%	15.3%
MODERATE	28.0%	-	100.0%	-	-	100.0%	-	21.9%	34.1%	12.3%	24.9%	28.9%	26.0%	32.0%	16.8%	35.7%	32.6%	28.8%	21.5%	31.6%
CONSERVATIVE	43.0%	-	-	100.0%	-	-	100.0%	68.9%	18.6%	12.4%	48.5%	42.2%	49.7%	31.7%	57.3%	37.6%	44.3%	26.6%	67.0%	41.0%
Somewhat	19.3%	-	-	54.7%	-	-	55.6%	28.0%	11.1%	1.5%	24.9%	18.5%	18.8%	18.1%	22.7%	19.4%	16.0%	16.9%	21.1%	22.7%
Very	23.7%	-	-	45.3%	-	-	44.4%	40.9%	7.5%	10.9%	23.6%	23.7%	30.9%	13.6%	34.6%	18.2%	28.3%	9.6%	45.9%	18.3%
DK/REFUSED	8.3%	-	-	-	-	-	-	5.9%	10.1%	38.0%	7.5%	7.6%	7.6%	5.7%	9.1%	4.1%	6.6%	7.0%	4.8%	2.4%
Net Diff.	22.3%	-100%	-	100.0%	-100%	-	100.0%	65.5%	-18.6%	-24.8%	29.5%	20.9%	33.1%	1.2%	40.5%	15.0%	27.8%	-11.0%	60.4%	16.1%
Mean	3.39	1.50	3.00	4.45	1.52	3.00	4.44	4.10	2.69	2.34	3.50	3.37	3.60	3.00	3.73	3.22	3.51	2.81	4.07	3.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

	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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
LIBERAL	20.7%	26.7%	41.2%	27.5%	40.9%	18.9%	27.3%	16.1%	28.0%	21.9%	27.0%	10.8%	22.9%	30.9%	30.8%	32.8%	29.7%	19.7%	23.7%	15.1%	23.6%
Very	9.8%	12.3%	23.4%	12.7%	21.3%	10.1%	11.3%	10.1%	12.7%	10.0%	10.6%	6.6%	5.9%	15.2%	15.6%	15.8%	14.2%	10.0%	10.0%	7.8%	13.8%
Somewhat	10.9%	14.4%	17.8%	14.8%	19.7%	8.9%	16.0%	5.9%	15.3%	12.0%	16.4%	4.2%	17.0%	15.6%	15.3%	17.0%	15.5%	9.7%	13.7%	7.3%	9.8%
MODERATE	28.0%	30.6%	32.9%	30.9%	35.3%	29.8%	30.1%	27.6%	21.7%	32.0%	34.2%	28.1%	33.8%	32.3%	27.3%	33.6%	27.8%	25.6%	31.9%	23.8%	26.9%
CONSERVATIVE	43.0%	32.6%	14.4%	31.1%	11.0%	45.5%	34.5%	49.0%	38.4%	41.8%	32.6%	59.1%	39.4%	25.5%	30.8%	21.4%	31.3%	44.2%	42.8%	49.7%	48.6%
Somewhat	19.3%	16.6%	9.4%	15.9%	8.2%	21.4%	15.1%	22.6%	14.6%	20.1%	15.3%	26.5%	10.6%	13.8%	18.7%	12.0%	19.0%	17.0%	23.3%	17.4%	27.0%
Very	23.7%	16.0%	5.0%	15.2%	2.8%	24.1%	19.4%	26.4%	23.8%	21.7%	17.3%	32.5%	28.8%	11.8%	12.1%	9.4%	12.3%	27.3%	19.5%	32.3%	21.6%
DK/REFUSED	8.3%	10.2%	11.5%	10.5%	12.7%	5.8%	8.1%	7.3%	12.0%	4.2%	6.3%	2.1%	3.9%	11.3%	11.1%	12.2%	11.2%	10.4%	1.7%	11.4%	0.9%
Net Diff.	22.3%	5.9%	-26.8%	3.5%	-29.9%	26.5%	7.2%	32.9%	10.4%	19.9%	5.6%	48.3%	16.4%	-5.3%	-0.0%	-11.4%	1.5%	24.5%	19.1%	34.6%	24.9%
Mean	3.39	3.11	2.49	3.07	2.45	3.43	3.17	3.53	3.24	3.33	3.13	3.76	3.41	2.90	2.96	2.80	3.00	3.47	3.29	3.67	3.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
LIBERAL	20.7%	23.7%	23.7%	12.8%	16.4%	27.4%	34.4%	28.2%	33.9%	8.8%	36.0%	8.5%	31.4%	9.0%	38.9%	3.2%	34.1%	20.7%	37.7%	21.7%	37.5%
Very	9.8%	11.9%	7.6%	6.5%	5.9%	14.1%	16.4%	14.5%	14.4%	4.7%	16.3%	5.7%	16.7%	3.8%	16.0%	1.4%	13.9%	12.1%	18.3%	12.5%	17.3%
Somewhat	10.9%	11.8%	16.1%	6.3%	10.5%	13.4%	17.9%	13.8%	19.5%	4.1%	19.7%	2.9%	14.7%	5.2%	22.8%	1.8%	20.2%	8.6%	19.4%	9.2%	20.2%
MODERATE	28.0%	27.2%	35.0%	22.6%	31.3%	28.9%	33.1%	29.2%	34.4%	20.3%	33.8%	10.1%	39.1%	29.8%	30.5%	18.3%	38.4%	24.7%	30.6%	24.6%	31.4%
CONSERVATIVE	43.0%	39.6%	39.0%	57.6%	52.0%	29.5%	28.8%	28.0%	27.6%	64.5%	23.6%	75.9%	20.8%	53.9%	25.3%	71.8%	26.9%	48.8%	21.0%	47.4%	20.0%
Somewhat	19.3%	16.6%	20.9%	19.8%	25.9%	13.7%	19.4%	13.0%	19.3%	27.4%	11.8%	33.7%	6.9%	21.5%	14.8%	28.2%	11.3%	26.0%	12.1%	25.6%	11.8%
Very	23.7%	23.0%	18.1%	37.7%	26.1%	15.8%	9.5%	15.0%	8.2%	37.1%	11.8%	42.2%	14.0%	32.3%	10.5%	43.6%	15.5%	22.8%	9.0%	21.9%	8.2%
DK/REFUSED	8.3%	9.6%	2.2%	7.0%	0.4%	14.1%	3.8%	14.5%	4.1%	6.4%	6.6%	5.4%	8.6%	7.4%	5.3%	6.7%	0.7%	5.8%	10.7%	6.3%	11.1%
Net Diff.	22.3%	15.9%	15.3%	44.8%	35.6%	2.1%	-5.6%	-0.2%	-6.3%	55.8%	-12.4%	67.4%	-10.6%	44.9%	-13.5%	68.5%	-7.2%	28.1%	-16.7%	25.8%	-17.5%
Mean	3.39	3.30	3.26	3.82	3.56	3.05	2.87	3.00	2.87	3.94	2.82	4.10	2.85	3.79	2.80	4.19	2.94	3.41	2.71	3.38	2.70



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
LIBERAL	20.7%	9.9%	15.3%	1.5%	10.3%	34.7%	17.6%	45.4%	45.0%	9.2%	28.9%	10.7%	38.2%	4.3%	31.7%	22.4%	37.0%	23.7%	36.8%
Very	9.8%	6.7%	15.3%	0.6%	4.8%	14.5%	2.7%	3.2%	24.9%	4.2%	16.8%	9.2%	13.0%	3.9%	10.7%	12.9%	17.7%	13.6%	16.5%
Somewhat	10.9%	3.2%	-	0.8%	5.4%	20.2%	14.9%	42.2%	20.1%	5.0%	12.1%	1.4%	25.2%	0.4%	20.9%	9.5%	19.3%	10.1%	20.3%
MODERATE	28.0%	23.1%	12.0%	35.1%	24.1%	30.7%	39.6%	38.2%	23.0%	17.5%	32.9%	28.9%	29.4%	21.0%	33.5%	27.8%	28.9%	28.3%	29.4%
CONSERVATIVE	43.0%	59.6%	69.8%	60.8%	54.8%	26.3%	31.8%	16.4%	24.1%	63.1%	27.9%	56.1%	25.3%	67.1%	31.2%	43.2%	22.4%	41.0%	21.5%
Somewhat	19.3%	25.7%	22.2%	25.4%	27.3%	13.4%	17.9%	2.3%	12.2%	26.8%	14.0%	24.5%	13.0%	25.7%	15.6%	25.7%	11.6%	25.0%	11.4%
Very	23.7%	33.9%	47.7%	35.4%	27.5%	12.9%	13.9%	14.0%	11.9%	36.3%	13.9%	31.6%	12.3%	41.4%	15.6%	17.5%	10.8%	16.1%	10.1%
DK/REFUSED	8.3%	7.3%	2.8%	2.6%	10.7%	8.3%	11.1%	-	7.8%	10.3%	10.3%	4.3%	7.1%	7.6%	3.6%	6.6%	11.7%	7.0%	12.3%
Net Diff.	22.3%	49.7%	54.5%	59.3%	44.5%	-8.4%	14.2%	-29.0%	-20.9%	53.9%	-1.1%	45.4%	-12.9%	62.9%	-0.5%	20.9%	-14.7%	17.3%	-15.3%
Mean	3.39	3.83	3.89	3.97	3.75	2.89	3.29	2.82	2.63	3.96	2.96	3.71	2.85	4.09	3.05	3.27	2.76	3.21	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
LIBERAL	20.7%	13.8%	29.3%	29.6%	35.9%	-	5.1%	8.3%	27.8%	27.4%	42.0%	-	-	17.9%	30.7%	31.6%	26.5%	-	5.5%
Very	9.8%	6.0%	14.7%	14.2%	35.9%	-	5.1%	4.2%	15.7%	14.8%	42.0%	-	-	7.3%	13.8%	13.8%	26.5%	-	5.5%
Somewhat	10.9%	7.8%	14.7%	15.4%	-	-	-	4.1%	12.1%	12.6%	-	-	-	10.5%	16.9%	17.9%	-	-	-
MODERATE	28.0%	26.6%	30.1%	30.7%	9.0%	90.0%	22.7%	20.8%	27.8%	28.4%	14.8%	-	-	30.8%	32.1%	32.7%	-	100.0%	24.9%
CONSERVATIVE	43.0%	53.4%	29.9%	28.5%	55.1%	10.0%	71.2%	62.3%	32.6%	32.0%	43.3%	100.0%	88.2%	46.9%	27.5%	25.5%	73.5%	-	69.5%
Somewhat	19.3%	21.5%	16.3%	15.8%	26.4%	-	32.4%	24.2%	17.0%	15.8%	43.3%	-	88.2%	19.6%	15.8%	15.8%	-	-	26.9%
Very	23.7%	31.9%	13.5%	12.7%	28.7%	10.0%	38.8%	38.1%	15.5%	16.1%	-	100.0%	-	27.3%	11.8%	9.6%	73.5%	-	42.6%
DK/REFUSED	8.3%	6.2%	10.7%	11.2%	-	-	1.1%	8.6%	11.9%	12.3%	-	-	11.8%	4.5%	9.7%	10.2%	-	-	-
Net Diff.	22.3%	39.6%	0.5%	-1.1%	19.1%	10.0%	66.1%	54.0%	4.8%	4.6%	1.3%	100.0%	88.2%	29.1%	-3.2%	-6.2%	46.9%	-	64.0%
Mean	3.39	3.70	2.99	2.97	3.12	3.20	4.01	3.96	3.05	3.07	2.59	5.00	4.00	3.51	2.94	2.88	3.94	3.00	4.01

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
LIBERAL	20.7%	31.3%	28.1%	16.6%	16.1%	22.8%	29.4%	18.9%	22.0%	19.8%	19.8%	22.8%	31.2%	14.0%	15.1%	19.1%	14.6%	23.7%
Very	9.8%	25.0%	9.4%	9.5%	6.0%	9.9%	15.5%	8.5%	12.0%	8.1%	9.7%	9.9%	14.5%	8.3%	6.7%	11.7%	8.1%	12.8%
Somewhat	10.9%	6.2%	18.8%	7.1%	10.1%	12.9%	13.9%	10.3%	10.0%	11.7%	10.0%	12.9%	16.7%	5.7%	8.3%	7.4%	6.5%	10.9%
MODERATE	28.0%	15.5%	28.7%	31.0%	30.8%	26.0%	23.6%	29.0%	27.8%	28.1%	28.9%	26.0%	23.5%	23.9%	28.2%	20.3%	27.5%	15.3%
CONSERVATIVE	43.0%	41.0%	37.3%	47.5%	44.8%	40.5%	38.7%	43.9%	43.8%	42.4%	44.2%	40.5%	33.3%	52.1%	46.7%	49.9%	47.6%	50.6%
Somewhat	19.3%	29.8%	18.4%	24.4%	13.3%	18.2%	22.8%	18.5%	23.7%	16.0%	19.8%	18.2%	24.3%	20.1%	27.2%	15.8%	20.9%	20.7%
Very	23.7%	11.2%	18.9%	23.1%	31.5%	22.3%	15.9%	25.4%	20.1%	26.4%	24.4%	22.3%	9.0%	32.0%	19.5%	34.1%	26.7%	29.9%
DK/REFUSED	8.3%	12.3%	5.8%	4.8%	8.3%	10.7%	8.3%	8.2%	6.3%	9.7%	7.1%	10.7%	12.0%	9.9%	10.0%	10.6%	10.3%	10.4%
Net Diff.	22.3%	9.7%	9.2%	30.9%	28.8%	17.7%	9.4%	25.1%	21.8%	22.6%	24.4%	17.7%	2.1%	38.1%	31.6%	30.8%	33.0%	26.9%
Mean	3.39	2.95	3.20	3.47	3.59	3.34	3.11	3.46	3.32	3.45	3.42	3.34	2.96	3.69	3.49	3.60	3.58	3.49

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
LIBERAL	20.7%	27.7%	22.6%	28.1%	20.3%	24.1%	22.1%	17.3%	23.4%	19.9%	24.9%	17.0%	7.8%	25.0%	18.9%	21.9%	20.5%
Very	9.8%	16.3%	8.7%	16.7%	5.6%	11.1%	7.9%	9.5%	10.0%	11.6%	11.2%	6.4%	6.4%	11.7%	8.8%	9.3%	9.9%
Somewhat	10.9%	11.4%	13.8%	11.4%	14.7%	13.0%	14.3%	7.8%	13.4%	8.2%	13.7%	10.6%	1.4%	13.3%	10.1%	12.6%	10.6%
MODERATE	28.0%	23.7%	32.8%	27.5%	33.8%	30.2%	33.3%	23.9%	31.3%	32.8%	26.2%	25.3%	19.7%	25.0%	20.9%	33.5%	29.3%
CONSERVATIVE	43.0%	43.7%	37.7%	41.3%	37.0%	41.4%	33.5%	48.5%	38.7%	38.4%	40.3%	50.3%	66.4%	44.9%	38.4%	37.9%	42.9%
Somewhat	19.3%	21.6%	17.3%	20.7%	16.2%	18.8%	16.5%	20.8%	18.0%	14.6%	21.7%	21.3%	50.5%	19.2%	25.3%	22.6%	12.8%
Very	23.7%	22.1%	20.4%	20.5%	20.8%	22.6%	17.1%	27.6%	20.7%	23.8%	18.7%	29.1%	15.9%	25.7%	13.1%	15.3%	30.1%
DK/REFUSED	8.3%	5.0%	7.0%	3.1%	9.0%	4.4%	11.0%	10.3%	6.6%	8.9%	8.6%	7.3%	6.1%	5.2%	21.8%	6.7%	7.3%
Net Diff.	22.3%	16.0%	15.1%	13.2%	16.7%	17.3%	11.4%	31.2%	15.3%	18.5%	15.4%	33.3%	58.7%	19.9%	19.5%	16.0%	22.3%
Mean	3.39	3.23	3.29	3.18	3.35	3.30	3.23	3.55	3.28	3.34	3.25	3.60	3.73	3.36	3.30	3.24	3.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
LIBERAL	20.7%	20.0%	14.4%	24.7%	20.8%	25.0%	5.2%	6.4%	4.1%	15.2%	66.1%	22.2%	-	31.0%
Very	9.8%	10.0%	8.2%	7.7%	10.8%	11.5%	0.6%	3.2%	4.1%	-	-	5.5%	-	7.7%
Somewhat	10.9%	10.0%	6.2%	16.9%	10.0%	13.5%	4.6%	3.2%	-	15.2%	66.1%	16.7%	-	23.2%
MODERATE	28.0%	31.9%	16.5%	23.1%	32.4%	31.5%	50.6%	12.8%	10.3%	21.9%	16.4%	25.2%	5.1%	33.1%
CONSERVATIVE	43.0%	40.5%	54.6%	42.4%	40.5%	39.3%	35.6%	71.6%	74.0%	62.9%	17.5%	48.9%	94.9%	30.8%
Somewhat	19.3%	25.8%	19.9%	14.4%	10.5%	17.3%	26.8%	15.6%	15.5%	15.9%	-	22.6%	25.9%	21.3%
Very	23.7%	14.7%	34.7%	28.0%	30.0%	22.0%	8.8%	56.0%	58.5%	47.0%	17.5%	26.3%	69.0%	9.5%
DK/REFUSED	8.3%	7.6%	14.5%	9.8%	6.3%	4.2%	8.7%	9.1%	11.6%	-	-	3.6%	-	5.1%
Net Diff.	22.3%	20.5%	40.1%	17.7%	19.7%	14.3%	30.4%	65.2%	69.9%	47.7%	-48.6%	26.7%	94.9%	-0.1%
Mean	3.39	3.27	3.78	3.42	3.42	3.26	3.42	4.30	4.41	3.95	2.69	3.49	4.64	3.02

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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						
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
DONALD TRUMP	48.5%	65.8%	51.1%	49.7%	39.6%	50.8%	39.8%	37.8%	46.5%	96.0%	97.0%	58.1%	1.5%	1.5%	-	53.9%
JOE BIDEN	50.6%	32.8%	47.9%	50.1%	59.4%	48.5%	58.3%	61.0%	49.5%	3.5%	2.7%	34.1%	97.4%	97.4%	97.1%	43.9%
OTHER	0.6%	0.8%	0.9%	-	0.7%	0.5%	1.1%	0.9%	1.9%	0.3%	0.1%	7.5%	0.9%	0.9%	-	0.9%
DK/REFUSED	0.3%	0.6%	0.1%	0.1%	0.3%	0.2%	0.7%	0.3%	2.1%	0.2%	0.2%	0.3%	0.2%	0.1%	2.9%	1.3%
Net Diff.	-2.1%	33.1%	3.2%	-0.4%	-19.8%	2.3%	-18.5%	-23.2%	-3.0%	92.4%	94.3%	23.9%	-95.9%	-95.9%	-97.1%	10.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
DONALD TRUMP	48.5%	85.2%	16.5%	44.4%	45.6%	12.4%	83.8%	49.9%	55.3%	49.5%	-	56.4%	48.7%
JOE BIDEN	50.6%	13.3%	81.7%	54.9%	53.6%	87.3%	15.4%	48.7%	43.8%	50.5%	98.5%	43.1%	50.2%
OTHER	0.6%	1.3%	1.3%	0.4%	0.5%	0.1%	0.7%	0.9%	0.6%	-	1.2%	0.3%	0.8%
DK/REFUSED	0.3%	0.2%	0.6%	0.3%	0.3%	0.2%	0.1%	0.5%	0.3%	-	0.4%	0.2%	0.3%
Net Diff.	-2.1%	71.8%	-65.2%	-10.5%	-8.0%	-74.9%	68.4%	1.2%	11.5%	-0.9%	-98.5%	13.2%	-1.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
DONALD TRUMP	48.5%	69.3%	22.3%	39.0%	32.6%	31.3%	31.6%	64.9%	95.9%	95.9%	93.3%	2.5%	2.4%	12.0%	38.6%
JOE BIDEN	50.6%	30.0%	77.2%	60.0%	66.4%	67.8%	68.0%	31.3%	3.5%	3.4%	5.2%	96.6%	96.8%	85.8%	58.3%
OTHER	0.6%	0.6%	0.2%	0.5%	0.9%	0.6%	-	2.5%	0.5%	0.5%	-	0.7%	0.7%	2.2%	0.9%
DK/REFUSED	0.3%	0.1%	0.3%	0.5%	0.2%	0.4%	0.4%	1.3%	0.2%	0.2%	1.5%	0.1%	0.1%	-	2.1%
Net Diff.	-2.1%	39.3%	-54.8%	-21.0%	-33.9%	-36.5%	-36.5%	33.6%	92.4%	92.5%	88.1%	-94.1%	-94.4%	-73.8%	-19.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR- UNDE- ABLE CIDE HANIG			
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDE	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
DONALD TRUMP	48.5%	95.6%	95.6%	95.4%	5.8%	5.4%	15.8%	53.7%	96.6%	41.0%
JOE BIDEN	50.6%	3.8%	3.8%	3.1%	93.6%	94.0%	84.2%	42.9%	2.4%	54.8%
OTHER	0.6%	0.4%	0.4%	1.3%	0.6%	0.6%	-	1.8%	0.8%	1.2%
DK/REFUSED	0.3%	0.3%	0.3%	0.2%	0.1%	0.1%	-	1.6%	0.2%	2.9%
Net Diff.	-2.1%	91.8%	91.8%	92.2%	-87.8%	-88.6%	-68.4%	10.8%	94.2%	-13.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

	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	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
DONALD TRUMP	48.5%	45.2%	55.1%	43.0%	52.4%	54.8%	41.7%	54.8%	20.9%	24.7%	88.5%	91.9%	82.0%	45.7%	82.0%	94.7%	17.6%	73.0%	73.1%	66.2%	87.1%
JOE BIDEN	50.6%	53.9%	44.2%	55.7%	47.3%	44.7%	57.1%	44.7%	76.7%	74.3%	10.8%	7.5%	17.2%	53.4%	17.2%	5.1%	81.6%	25.3%	25.6%	33.3%	2.9%
OTHER	0.6%	0.6%	0.4%	0.9%	0.2%	0.3%	0.9%	0.3%	2.1%	0.7%	0.5%	0.4%	0.7%	0.6%	0.7%	0.1%	0.5%	1.1%	1.0%	-	6.7%
DK/REFUSED	0.3%	0.3%	0.2%	0.4%	0.1%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	*	0.3%	*	0.1%	0.3%	0.5%	0.4%	0.5%	3.3%
Net Diff.	-2.1%	-8.7%	10.9%	-12.7%	5.1%	10.1%	-15.4%	10.1%	-55.8%	-49.5%	77.7%	84.4%	64.8%	-7.6%	64.8%	89.6%	-64.0%	47.7%	47.5%	33.0%	84.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103
DONALD TRUMP	48.5%	97.1%	20.6%	82.7%	92.7%	15.6%	63.3%	96.9%	42.8%	81.1%	83.6%	5.4%	41.4%	79.6%	5.2%	38.0%
JOE BIDEN	50.6%	2.9%	78.6%	15.6%	7.0%	83.6%	35.1%	3.0%	56.1%	17.7%	16.0%	94.0%	55.2%	20.0%	94.2%	58.3%
OTHER	0.6%	-	0.6%	1.2%	0.2%	0.5%	1.1%	0.1%	0.9%	0.8%	0.3%	0.3%	2.4%	0.4%	0.3%	2.5%
DK/REFUSED	0.3%	-	0.3%	0.6%	0.1%	0.3%	0.5%	0.1%	0.2%	0.4%	-	0.3%	1.1%	-	0.3%	1.2%
Net Diff.	-2.1%	94.2%	-58.0%	67.1%	85.8%	-68.0%	28.2%	94.0%	-13.3%	63.4%	67.6%	-88.6%	-13.8%	59.7%	-89.0%	-20.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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/ 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
DONALD TRUMP	48.5%	99.7%	86.9%	7.8%	12.9%	3.3%	37.9%	77.7%	70.4%	83.6%	88.1%	4.8%	39.5%	86.2%	9.6%	37.0%	69.3%	19.1%	59.2%	95.4%
JOE BIDEN	50.6%	0.3%	12.6%	90.8%	85.0%	95.9%	61.5%	21.9%	29.1%	16.1%	11.3%	92.9%	59.6%	13.4%	89.5%	62.7%	30.3%	78.8%	40.2%	4.2%
OTHER	0.6%	-	0.3%	1.1%	1.7%	0.6%	0.3%	0.2%	0.3%	0.3%	-	2.1%	0.3%	0.3%	0.5%	0.2%	0.3%	1.7%	0.3%	0.2%
DK/REFUSED	0.3%	-	0.2%	0.3%	0.4%	0.3%	0.3%	0.2%	0.5%	0.6%	0.2%	0.7%	0.1%	0.4%	0.1%	0.3%	0.4%	0.3%	0.3%	0.2%
Net Diff.	-2.1%	99.4%	74.3%	-82.9%	-72.1%	-92.6%	-23.6%	55.8%	41.4%	67.5%	76.8%	-88.1%	-20.1%	72.9%	-79.9%	-25.8%	39.1%	-59.7%	19.0%	91.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
DONALD TRUMP	48.5%	1.1%	13.9%	37.4%	1.2%	12.8%	32.8%	100.0%	-	-	61.7%	45.0%	48.8%	45.1%	52.3%	55.0%	46.2%	36.4%	85.8%	55.8%
JOE BIDEN	50.6%	97.8%	85.6%	62.2%	97.7%	86.7%	66.9%	-	100.0%	-	36.2%	54.3%	50.6%	53.7%	46.9%	44.0%	53.2%	62.3%	13.9%	42.8%
OTHER	0.6%	0.7%	0.2%	0.1%	0.8%	0.2%	-	-	-	100.0%	1.8%	0.3%	0.5%	0.9%	0.7%	0.6%	0.3%	1.1%	0.2%	1.2%
DK/REFUSED	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	-	-	-	0.3%	0.3%	0.2%	0.3%	*	0.5%	0.3%	0.2%	0.1%	0.2%
Net Diff.	-2.1%	-96.7%	-71.7%	-24.8%	-96.5%	-74.0%	-34.1%	100.0%	-100%	-	25.5%	-9.3%	-1.8%	-8.7%	5.4%	11.0%	-6.9%	-26.0%	71.9%	12.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
DONALD TRUMP	48.5%	11.9%	24.7%	9.8%	23.1%	58.4%	24.8%	59.8%	32.4%	57.0%	21.2%	81.5%	51.7%	24.6%	3.9%	20.8%	3.9%	46.8%	49.4%	53.7%	56.6%
JOE BIDEN	50.6%	87.2%	74.5%	89.2%	76.1%	40.5%	74.6%	39.2%	66.7%	41.8%	78.5%	17.7%	47.6%	74.0%	95.7%	77.8%	95.7%	52.3%	49.9%	45.1%	43.1%
OTHER	0.6%	0.8%	0.2%	0.8%	0.3%	0.9%	0.2%	0.8%	0.5%	1.0%	*	0.6%	0.4%	1.2%	*	1.2%	-	0.6%	0.5%	0.9%	0.1%
DK/REFUSED	0.3%	0.2%	0.6%	0.2%	0.6%	0.2%	0.3%	0.2%	0.4%	0.2%	0.3%	0.2%	0.3%	0.2%	0.4%	0.2%	0.4%	0.3%	0.2%	0.3%	0.2%
Net Diff.	-2.1%	-75.3%	-49.7%	-79.5%	-53.0%	17.9%	-49.8%	20.6%	-34.3%	15.1%	-57.3%	63.8%	4.1%	-49.4%	-91.8%	-57.0%	-91.7%	-5.5%	-0.5%	8.5%	13.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
DONALD TRUMP	48.5%	40.9%	44.8%	78.9%	66.8%	11.1%	23.3%	9.1%	21.4%	72.4%	22.6%	79.1%	24.9%	66.2%	21.3%	89.2%	43.6%	35.1%	6.5%	32.1%	5.1%
JOE BIDEN	50.6%	58.4%	54.3%	20.2%	32.4%	87.9%	76.3%	89.9%	78.2%	26.8%	76.3%	20.1%	74.1%	33.1%	77.7%	10.3%	54.9%	63.5%	92.9%	66.4%	94.3%
OTHER	0.6%	0.3%	0.7%	0.5%	0.7%	0.7%	0.1%	0.7%	0.1%	0.5%	0.7%	0.7%	0.6%	0.4%	0.8%	0.3%	1.3%	1.2%	0.3%	1.3%	0.2%
DK/REFUSED	0.3%	0.3%	0.1%	0.4%	0.1%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%
Net Diff.	-2.1%	-17.5%	-9.5%	58.7%	34.4%	-76.7%	-53.0%	-80.8%	-56.8%	45.6%	-53.7%	59.0%	-49.2%	33.1%	-56.5%	78.9%	-11.3%	-28.4%	-86.4%	-34.3%	-89.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
DONALD TRUMP	48.5%	72.5%	75.6%	55.8%	76.4%	23.7%	52.1%	8.4%	6.0%	80.6%	25.7%	64.2%	22.4%	92.0%	42.2%	29.4%	8.7%	26.3%	7.0%
JOE BIDEN	50.6%	26.8%	24.4%	43.2%	22.6%	75.5%	47.6%	90.7%	92.7%	18.6%	73.5%	35.2%	76.7%	7.6%	56.3%	69.1%	91.0%	72.1%	92.7%
OTHER	0.6%	0.6%	-	0.9%	0.7%	0.6%	0.2%	0.9%	0.9%	0.6%	0.5%	0.6%	0.7%	0.3%	1.3%	1.3%	0.1%	1.3%	0.1%
DK/REFUSED	0.3%	0.2%	*	0.1%	0.2%	0.2%	0.2%	*	0.3%	0.2%	0.3%	0.1%	0.2%	0.1%	0.3%	0.3%	0.2%	0.3%	0.2%
Net Diff.	-2.1%	45.7%	51.2%	12.5%	53.9%	-51.8%	4.5%	-82.2%	-86.7%	62.0%	-47.7%	29.0%	-54.3%	84.4%	-14.1%	-39.7%	-82.4%	-45.7%	-85.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
DONALD TRUMP	48.5%	74.1%	16.0%	13.9%	64.1%	90.0%	46.7%	84.0%	24.1%	22.6%	58.0%	-	88.2%	67.0%	8.9%	6.2%	73.5%	100.0%	42.6%
JOE BIDEN	50.6%	25.0%	83.1%	85.1%	35.9%	-	52.2%	15.1%	74.9%	76.4%	42.0%	-	-	32.2%	90.2%	92.8%	26.5%	-	57.4%
OTHER	0.6%	0.6%	0.6%	0.6%	-	10.0%	1.1%	0.6%	0.6%	0.6%	-	100.0%	11.8%	0.6%	0.6%	0.6%	-	-	-
DK/REFUSED	0.3%	0.2%	0.4%	0.4%	-	-	-	0.3%	0.4%	0.4%	-	-	-	0.2%	0.4%	0.4%	-	-	-
Net Diff.	-2.1%	49.1%	-67.1%	-71.2%	28.1%	90.0%	-5.6%	68.9%	-50.8%	-53.7%	16.1%	-	88.2%	34.8%	-81.3%	-86.6%	46.9%	100.0%	-14.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
DONALD TRUMP	48.5%	52.2%	53.8%	58.7%	46.6%	39.8%	53.2%	47.5%	56.4%	42.8%	52.7%	39.8%	63.8%	54.4%	64.8%	49.3%	58.2%	51.4%
JOE BIDEN	50.6%	44.3%	44.0%	40.2%	53.1%	60.0%	44.1%	52.0%	41.8%	56.9%	46.1%	60.0%	32.3%	45.4%	33.3%	50.5%	40.4%	48.6%
OTHER	0.6%	2.5%	1.6%	0.8%	-	0.2%	1.9%	0.3%	1.3%	0.1%	0.8%	0.2%	3.0%	0.1%	1.4%	-	0.9%	-
DK/REFUSED	0.3%	1.0%	0.6%	0.3%	0.3%	0.1%	0.8%	0.2%	0.5%	0.2%	0.4%	0.1%	0.9%	0.2%	0.5%	0.2%	0.5%	-
Net Diff.	-2.1%	7.9%	9.8%	18.6%	-6.4%	-20.2%	9.1%	-4.5%	14.5%	-14.1%	6.6%	-20.2%	31.4%	9.0%	31.6%	-1.3%	17.8%	2.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
DONALD TRUMP	48.5%	43.6%	42.3%	49.0%	38.1%	48.0%	31.8%	56.1%	42.5%	36.6%	42.6%	66.6%	75.1%	56.6%	41.6%	47.8%	44.3%
JOE BIDEN	50.6%	54.8%	57.0%	49.3%	61.5%	50.9%	67.8%	42.9%	56.6%	62.9%	56.6%	32.1%	21.5%	40.9%	57.9%	51.7%	55.5%
OTHER	0.6%	1.0%	0.5%	1.2%	0.2%	0.7%	0.3%	0.6%	0.6%	0.2%	0.4%	1.2%	2.2%	2.0%	0.5%	0.2%	0.1%
DK/REFUSED	0.3%	0.7%	0.2%	0.5%	0.2%	0.4%	0.1%	0.3%	0.3%	0.3%	0.5%	0.2%	1.3%	0.5%	*	0.4%	0.1%
Net Diff.	-2.1%	-11.2%	-14.7%	-0.3%	-23.4%	-2.8%	-36.1%	13.2%	-14.1%	-26.4%	-14.0%	34.5%	53.6%	15.7%	-16.4%	-3.9%	-11.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
DONALD TRUMP	48.5%	54.9%	62.2%	46.3%	41.9%	31.2%	70.3%	93.6%	96.0%	84.8%	17.5%	48.1%	100.0%	27.6%	
JOE BIDEN	50.6%	43.8%	36.5%	52.7%	57.6%	68.7%	27.1%	5.7%	3.1%	15.2%	82.5%	50.0%	-	69.8%	
OTHER	0.6%	0.9%	1.1%	0.6%	0.3%	-	1.8%	0.2%	0.3%	-	-	1.6%	-	2.3%	
DK/REFUSED	0.3%	0.4%	0.3%	0.4%	0.3%	0.1%	0.8%	0.5%	0.6%	-	-	0.3%	-	0.4%	
Net Diff.	-2.1%	11.2%	25.7%	-6.4%	-15.7%	-37.6%	43.3%	87.9%	92.8%	69.6%	-65.0%	-2.0%	100.0%	-42.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
YES	17.0%	24.0%	18.1%	19.5%	12.5%	16.8%	17.8%	16.9%	20.9%	21.0%	20.8%	30.9%	10.2%	10.1%	13.8%	33.1%
NO	80.8%	76.0%	79.4%	76.6%	85.3%	81.4%	78.5%	83.1%	63.2%	77.2%	77.5%	69.1%	88.4%	88.5%	86.2%	57.7%
DK/REFUSED	2.2%	-	2.5%	3.9%	2.1%	1.8%	3.7%	-	15.9%	1.7%	1.8%	-	1.4%	1.4%	-	9.2%
Net Diff.	-63.7%	-52.0%	-61.3%	-57.2%	-72.8%	-64.5%	-60.7%	-66.2%	-42.4%	-56.2%	-56.7%	-38.2%	-78.2%	-78.3%	-72.4%	-24.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
YES	17.0%	26.7%	19.8%	22.4%	12.3%	11.5%	31.8%	25.1%	12.4%	24.9%	44.8%	23.3%	24.9%
NO	80.8%	68.2%	78.0%	77.2%	85.5%	87.3%	61.9%	73.1%	85.5%	68.1%	54.0%	70.3%	72.7%
DK/REFUSED	2.2%	5.1%	2.3%	0.4%	2.3%	1.3%	6.3%	1.8%	2.1%	7.0%	1.2%	6.4%	2.4%
Net Diff.	-63.7%	-41.6%	-58.2%	-54.7%	-73.2%	-75.8%	-30.0%	-47.9%	-73.0%	-43.2%	-9.2%	-47.0%	-47.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
YES	17.0%	23.0%	3.8%	13.9%	16.8%	12.1%	21.4%	23.0%	20.5%	20.8%	5.2%	11.1%	10.9%	22.8%	33.8%
NO	80.8%	74.7%	94.6%	81.6%	82.6%	87.9%	77.2%	77.0%	77.9%	77.5%	94.8%	87.5%	87.9%	65.2%	55.0%
DK/REFUSED	2.2%	2.2%	1.6%	4.5%	0.7%	-	1.4%	-	1.7%	1.7%	-	1.4%	1.2%	12.0%	11.2%
Net Diff.	-63.7%	-51.7%	-90.8%	-67.8%	-65.8%	-75.7%	-55.8%	-54.0%	-57.4%	-56.6%	-89.5%	-76.4%	-77.0%	-42.4%	-21.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	
Total	300	128	123	5	144	139	6	28	33	15
YES	17.0%	21.8%	22.2%	10.5%	12.0%	12.3%	4.0%	21.5%	25.8%	32.6%
NO	80.8%	76.4%	75.9%	88.9%	86.7%	86.5%	91.2%	70.0%	69.5%	52.0%
DK/REFUSED	2.2%	1.8%	1.9%	0.6%	1.3%	1.2%	4.8%	8.5%	4.6%	15.4%
Net Diff.	-63.7%	-54.6%	-53.6%	-78.5%	-74.7%	-74.2%	-87.2%	-48.5%	-43.7%	-19.3%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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								
Total	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
YES	17.0%	17.0%	19.2%	16.3%	16.3%	22.9%	10.9%	18.0%	13.8%	16.8%	19.2%	19.8%	12.4%	17.7%	12.4%	29.9%	10.4%	20.1%	15.6%	72.0%	5.6%	
NO	80.8%	81.0%	78.9%	80.4%	81.6%	75.6%	85.7%	79.4%	85.7%	80.9%	78.3%	78.1%	85.3%	80.0%	85.3%	69.4%	88.3%	74.9%	82.0%	28.0%	23.2%	
DK/REFUSED	2.2%	1.9%	1.9%	3.3%	2.0%	1.6%	3.4%	2.7%	0.5%	2.3%	2.4%	2.1%	2.3%	2.3%	2.3%	0.7%	1.3%	5.0%	2.4%	-	71.2%	
Net Diff.	-63.7%	-64.0%	-59.7%	-64.1%	-65.3%	-52.7%	-74.8%	-61.4%	-71.9%	-64.1%	-59.1%	-58.3%	-72.9%	-62.3%	-72.9%	-39.5%	-77.8%	-54.8%	-66.4%	44.1%	-17.6%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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			
	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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
YES	17.0%	33.9%	12.9%	16.0%	26.5%	8.8%	24.2%	23.9%	8.4%	17.0%	59.3%	11.4%	32.4%	49.3%	11.6%	36.3%
NO	80.8%	64.6%	85.2%	75.0%	73.4%	90.3%	74.9%	75.2%	90.9%	77.3%	40.7%	87.2%	66.0%	50.7%	87.0%	63.7%
DK/REFUSED	2.2%	1.5%	1.9%	9.0%	0.1%	1.0%	0.9%	0.9%	0.7%	5.7%	-	1.4%	1.6%	-	1.4%	-
Net Diff.	-63.7%	-30.7%	-72.4%	-58.9%	-46.8%	-81.5%	-50.7%	-51.3%	-82.5%	-60.4%	18.6%	-75.7%	-33.6%	-1.4%	-75.4%	-27.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
YES	17.0%	25.2%	42.3%	15.7%	11.4%	19.5%	15.1%	19.2%	22.0%	17.0%	5.8%	15.0%	21.1%	16.8%	16.1%	11.5%	21.6%	14.9%	16.3%	17.7%
NO	80.8%	74.8%	56.5%	82.9%	88.6%	77.7%	83.3%	79.3%	77.8%	80.5%	94.2%	85.0%	75.6%	80.4%	81.6%	88.0%	78.2%	84.3%	83.7%	80.3%
DK/REFUSED	2.2%	-	1.2%	1.4%	-	2.7%	1.5%	1.5%	0.2%	2.5%	-	-	3.3%	2.8%	2.3%	0.5%	0.2%	0.8%	-	2.0%
Net Diff.	-63.7%	-49.6%	-14.3%	-67.2%	-77.3%	-58.2%	-68.2%	-60.0%	-55.7%	-63.5%	-88.4%	-70.0%	-54.5%	-63.6%	-65.6%	-76.5%	-56.5%	-69.3%	-67.4%	-62.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
YES	17.0%	16.0%	13.8%	22.6%	16.3%	14.2%	19.3%	21.7%	12.2%	51.7%	100.0%	-	17.2%	16.0%	20.4%	13.6%	14.9%	18.1%	17.6%	16.4%
NO	80.8%	82.9%	82.9%	77.4%	82.5%	83.1%	80.7%	74.9%	86.7%	46.8%	-	100.0%	82.6%	83.3%	79.0%	86.0%	85.1%	81.0%	82.0%	83.3%
DK/REFUSED	2.2%	1.1%	3.3%	-	1.2%	2.7%	-	3.4%	1.1%	1.5%	-	-	0.2%	0.7%	0.6%	0.4%	-	0.9%	0.5%	0.3%
Net Diff.	-63.7%	-66.8%	-69.1%	-54.8%	-66.2%	-68.9%	-61.5%	-53.3%	-74.5%	4.8%	100.0%	-100%	-65.4%	-67.3%	-58.7%	-72.4%	-70.2%	-62.9%	-64.4%	-66.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
YES	17.0%	16.9%	14.8%	14.9%	16.1%	23.0%	9.5%	21.0%	11.0%	25.0%	8.7%	23.4%	7.7%	22.1%	10.9%	20.3%	10.9%	15.3%	20.1%	17.3%	20.1%
NO	80.8%	83.1%	83.8%	85.1%	82.5%	76.6%	89.0%	78.2%	85.4%	75.0%	90.7%	75.9%	89.6%	77.9%	88.4%	79.7%	88.4%	82.7%	79.3%	79.2%	79.9%
DK/REFUSED	2.2%	-	1.3%	-	1.5%	0.4%	1.6%	0.8%	3.6%	-	0.6%	0.6%	2.8%	-	0.7%	-	0.7%	2.0%	0.6%	3.5%	-
Net Diff.	-63.7%	-66.3%	-69.0%	-70.2%	-66.4%	-53.6%	-79.5%	-57.2%	-74.4%	-49.9%	-82.0%	-52.5%	-81.9%	-55.9%	-77.6%	-59.4%	-77.5%	-67.3%	-59.2%	-61.9%	-59.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE POST	LESS THAN COLLEGE	COLLEGE 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
YES	17.0%	13.7%	20.1%	12.9%	21.5%	17.9%	18.0%	16.0%	19.3%	18.0%	15.0%	17.0%	17.5%	19.0%	13.4%	15.3%	16.4%	24.4%	13.7%	21.3%	14.1%
NO	80.8%	85.7%	78.9%	84.8%	78.5%	80.4%	81.4%	82.2%	80.7%	79.9%	84.8%	80.5%	82.1%	79.3%	86.5%	82.7%	83.3%	74.0%	86.3%	77.6%	85.9%
DK/REFUSED	2.2%	0.6%	1.0%	2.2%	*	1.7%	0.6%	1.7%	-	2.1%	0.2%	2.6%	0.3%	1.6%	0.1%	2.0%	0.3%	1.6%	-	1.1%	-
Net Diff.	-63.7%	-72.0%	-58.9%	-71.9%	-57.0%	-62.5%	-63.4%	-66.2%	-61.4%	-61.9%	-69.9%	-63.5%	-64.6%	-60.3%	-73.1%	-67.4%	-66.9%	-49.6%	-72.6%	-56.3%	-71.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
YES	17.0%	20.8%	31.0%	10.6%	19.7%	14.3%	18.9%	24.9%	9.1%	19.5%	16.1%	22.1%	13.1%	18.8%	13.9%	25.4%	14.5%	22.1%	15.0%
NO	80.8%	76.9%	68.5%	89.4%	76.6%	84.9%	79.3%	75.1%	90.7%	76.6%	83.5%	77.2%	85.8%	78.4%	85.4%	73.6%	85.2%	76.8%	85.0%
DK/REFUSED	2.2%	2.3%	0.6%	-	3.7%	0.8%	1.8%	-	0.2%	3.9%	0.3%	0.6%	1.1%	2.9%	0.7%	1.0%	0.4%	1.1%	-
Net Diff.	-63.7%	-56.1%	-37.5%	-78.8%	-56.9%	-70.6%	-60.4%	-50.1%	-81.6%	-57.0%	-67.4%	-55.1%	-72.6%	-59.6%	-71.5%	-48.2%	-70.7%	-54.7%	-70.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
YES	17.0%	16.5%	17.8%	16.9%	55.1%	-	6.1%	17.6%	19.1%	18.2%	43.3%	-	11.8%	15.7%	16.6%	15.8%	73.5%	-	5.5%
NO	80.8%	80.8%	80.9%	81.9%	44.9%	10.0%	93.9%	76.3%	79.2%	80.0%	56.7%	100.0%	88.2%	84.1%	82.4%	83.5%	26.5%	-	94.5%
DK/REFUSED	2.2%	2.7%	1.3%	1.2%	-	90.0%	-	6.1%	1.7%	1.8%	-	-	-	0.2%	1.0%	0.7%	-	100.0%	-
Net Diff.	-63.7%	-64.4%	-63.2%	-65.0%	10.1%	-10.0%	-87.8%	-58.8%	-60.2%	-61.8%	-13.5%	-100%	-76.3%	-68.5%	-65.7%	-67.7%	46.9%	-	-88.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
YES	17.0%	32.0%	50.8%	25.8%	7.4%	3.5%	43.5%	11.3%	33.3%	5.3%	23.5%	3.5%	38.9%	13.4%	31.7%	7.6%	24.3%	4.1%
NO	80.8%	68.0%	49.2%	68.8%	89.0%	96.5%	56.5%	86.0%	63.6%	93.1%	73.3%	96.5%	61.1%	81.6%	63.2%	89.2%	69.9%	95.9%
DK/REFUSED	2.2%	-	-	5.4%	3.5%	-	-	2.7%	3.1%	1.6%	3.3%	-	-	5.0%	5.1%	3.2%	5.8%	-
Net Diff.	-63.7%	-35.9%	1.5%	-43.0%	-81.6%	-92.9%	-13.0%	-74.7%	-30.3%	-87.9%	-49.8%	-92.9%	-22.2%	-68.2%	-31.4%	-81.6%	-45.5%	-91.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
YES	17.0%	47.6%	9.7%	34.7%	3.6%	22.7%	3.2%	18.3%	16.1%	3.5%	19.0%	28.2%	22.5%	32.4%	23.2%	18.2%	8.8%
NO	80.8%	52.4%	89.3%	64.0%	96.0%	76.1%	96.8%	77.7%	83.2%	95.6%	79.1%	67.9%	77.5%	65.1%	67.7%	80.8%	89.8%
DK/REFUSED	2.2%	-	0.9%	1.4%	0.4%	1.2%	-	4.0%	0.8%	0.9%	1.9%	3.8%	-	2.5%	9.1%	0.9%	1.4%
Net Diff.	-63.7%	-4.7%	-79.6%	-29.3%	-92.4%	-53.4%	-93.7%	-59.4%	-67.1%	-92.1%	-60.1%	-39.7%	-54.9%	-32.7%	-44.6%	-62.6%	-81.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
YES	17.0%	28.5%	13.2%	15.0%	11.4%	5.8%	31.2%	11.2%	8.8%	20.1%	79.8%	13.5%	29.6%	7.1%	
NO	80.8%	67.8%	83.6%	82.3%	88.6%	94.2%	59.8%	84.2%	85.3%	79.9%	20.2%	86.5%	70.4%	92.9%	
DK/REFUSED	2.2%	3.7%	3.2%	2.7%	0.1%	-	9.0%	4.6%	5.8%	-	-	-	-	-	
Net Diff.	-63.7%	-39.3%	-70.4%	-67.3%	-77.2%	-88.5%	-28.6%	-73.0%	-76.5%	-59.9%	59.6%	-73.0%	-40.8%	-85.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
YES	55.6%	30.5%	44.7%	75.5%	61.7%	53.1%	65.0%	75.7%	29.9%	57.0%	58.1%	16.2%	56.1%	56.2%	49.1%	45.4%
NO	31.7%	56.4%	43.6%	13.1%	24.7%	34.5%	21.3%	16.5%	36.9%	30.2%	29.6%	54.1%	32.5%	31.9%	50.9%	36.0%
DK/REFUSED	12.7%	13.0%	11.7%	11.3%	13.6%	12.4%	13.8%	7.8%	33.2%	12.7%	12.3%	29.6%	11.5%	11.8%	-	18.6%
Net Diff.	23.9%	-25.9%	1.1%	62.4%	37.0%	18.6%	43.7%	59.2%	-7.0%	26.8%	28.6%	-37.9%	23.6%	24.3%	-1.8%	9.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
YES	55.6%	47.2%	61.1%	50.8%	58.9%	59.6%	55.7%	56.4%	53.6%	40.5%	98.5%	52.7%	53.3%
NO	31.7%	35.1%	27.4%	37.9%	28.9%	32.0%	37.3%	31.2%	30.9%	54.0%	1.5%	34.8%	34.7%
DK/REFUSED	12.7%	17.7%	11.5%	11.3%	12.2%	8.4%	7.0%	12.3%	15.4%	5.5%	-	12.5%	12.0%
Net Diff.	23.9%	12.0%	33.6%	12.9%	29.9%	27.7%	18.3%	25.2%	22.7%	-13.5%	96.9%	17.9%	18.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
YES	55.6%	50.4%	56.0%	59.0%	60.4%	66.6%	58.5%	62.0%	57.8%	57.1%	84.4%	55.0%	55.4%	27.8%	45.1%
NO	31.7%	37.4%	32.3%	23.1%	29.3%	23.8%	41.5%	21.9%	30.1%	30.6%	8.9%	33.4%	33.0%	60.2%	31.6%
DK/REFUSED	12.7%	12.2%	11.7%	17.9%	10.4%	9.5%	-	16.2%	12.2%	12.3%	6.7%	11.6%	11.6%	12.0%	23.3%
Net Diff.	23.9%	13.0%	23.6%	35.9%	31.1%	42.8%	16.9%	40.1%	27.7%	26.6%	75.5%	21.6%	22.4%	-32.3%	13.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG		
Total	300	128	123	5	144	139	6	28	33	15
YES	55.6%	54.9%	54.6%	63.9%	56.2%	55.9%	64.0%	55.3%	47.0%	37.7%
NO	31.7%	31.8%	32.5%	15.1%	32.7%	32.9%	28.0%	26.5%	33.3%	32.3%
DK/REFUSED	12.7%	13.2%	12.9%	21.0%	11.1%	11.2%	7.9%	18.2%	19.7%	30.0%
Net Diff.	23.9%	23.1%	22.1%	48.7%	23.6%	23.1%	36.0%	28.8%	13.7%	5.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	207	67	120	133		160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
YES	55.6%	49.0%	75.6%	51.8%	61.4%		54.2%	59.5%	53.4%	59.5%	53.4%	60.4%	61.6%	50.0%	56.0%	50.0%	60.2%	61.9%	40.2%	39.7%	61.8%	2.7%
NO	31.7%	38.2%	15.0%	38.5%	26.2%		34.8%	28.1%	33.0%	32.4%	33.3%	29.2%	27.2%	35.4%	31.4%	35.4%	30.3%	29.6%	37.0%	37.9%	34.8%	21.2%
DK/REFUSED	12.7%	12.7%	9.3%	9.7%	12.4%		11.0%	12.4%	13.6%	8.1%	13.3%	10.4%	11.2%	14.6%	12.7%	14.6%	9.5%	8.5%	22.9%	22.4%	3.4%	76.1%
Net Diff.	23.9%	10.8%	60.6%	13.3%	35.2%		19.4%	31.3%	20.4%	27.2%	20.1%	31.1%	34.4%	14.5%	24.6%	14.5%	29.9%	32.4%	3.2%	1.8%	26.9%	-18.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
YES	55.6%	53.4%	60.2%	41.4%	65.9%	63.1%	38.9%	59.2%	52.4%	40.7%	66.4%	66.7%	39.2%	58.1%	67.7%	43.6%
NO	31.7%	35.6%	34.0%	32.0%	25.8%	26.6%	41.9%	32.8%	40.2%	37.2%	16.9%	24.6%	34.6%	21.0%	23.4%	28.8%
DK/REFUSED	12.7%	11.0%	5.8%	26.6%	8.3%	10.3%	19.2%	8.0%	7.4%	22.1%	16.8%	8.8%	26.2%	20.9%	8.9%	27.6%
Net Diff.	23.9%	17.8%	26.2%	9.4%	40.2%	36.5%	-3.0%	26.4%	12.2%	3.5%	49.5%	42.1%	4.5%	37.1%	44.3%	14.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
YES	55.6%	58.0%	62.6%	44.6%	47.7%	41.9%	51.5%	64.3%	54.3%	72.5%	67.3%	51.4%	37.1%	62.6%	40.7%	60.2%	66.1%	23.9%	40.4%	62.6%
NO	31.7%	28.7%	33.6%	46.9%	46.8%	46.9%	36.2%	23.4%	29.9%	18.2%	25.4%	44.0%	50.2%	26.2%	48.5%	27.8%	20.8%	66.3%	43.8%	28.2%
DK/REFUSED	12.7%	13.3%	3.9%	8.5%	5.5%	11.1%	12.2%	12.2%	15.8%	9.3%	7.3%	4.5%	12.7%	11.3%	10.8%	12.0%	13.1%	9.8%	15.8%	9.1%
Net Diff.	23.9%	29.3%	29.0%	-2.2%	0.9%	-5.0%	15.3%	40.9%	24.5%	54.2%	41.9%	7.4%	-13.2%	36.4%	-7.8%	32.4%	45.3%	-42.5%	-3.4%	34.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
YES	55.6%	57.5%	64.1%	68.9%	59.7%	64.7%	70.0%	55.9%	55.5%	46.5%	56.1%	56.8%	100.0%	-	100.0%	-	100.0%	-	100.0%	-
NO	31.7%	35.4%	27.6%	12.2%	33.0%	27.5%	9.2%	29.5%	33.7%	45.7%	29.8%	32.8%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
DK/REFUSED	12.7%	7.1%	8.3%	18.9%	7.3%	7.8%	20.7%	14.6%	10.7%	7.8%	14.1%	10.4%	-	-	-	-	-	-	-	-
Net Diff.	23.9%	22.1%	36.5%	56.7%	26.6%	37.2%	60.8%	26.4%	21.8%	0.8%	26.2%	24.1%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
YES	55.6%	100.0%	-	100.0%	-	58.9%	54.6%	55.1%	53.0%	62.8%	55.3%	55.1%	39.3%	64.6%	66.3%	65.6%	67.4%	59.1%	52.1%	59.7%	42.3%
NO	31.7%	-	100.0%	-	100.0%	31.6%	34.6%	35.6%	36.9%	27.5%	33.5%	34.7%	46.3%	27.0%	25.5%	25.3%	24.3%	28.8%	38.8%	27.1%	50.6%
DK/REFUSED	12.7%	-	-	-	-	9.5%	10.9%	9.3%	10.1%	9.7%	11.2%	10.3%	14.4%	8.4%	8.2%	9.1%	8.3%	12.1%	9.1%	13.2%	7.1%
Net Diff.	23.9%	100.0%	-100%	100.0%	-100%	27.2%	20.0%	19.5%	16.1%	35.3%	21.8%	20.4%	-7.0%	37.7%	40.8%	40.3%	43.0%	30.2%	13.2%	32.5%	-8.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
YES	55.6%	58.6%	58.3%	53.4%	49.1%	65.6%	57.1%	64.6%	62.1%	66.2%	45.1%	60.0%	46.6%	72.0%	44.1%	66.0%	25.7%	67.4%	59.9%	66.2%	62.3%
NO	31.7%	30.3%	31.3%	34.0%	44.0%	22.8%	31.2%	23.4%	25.9%	23.5%	42.3%	29.1%	42.4%	18.2%	42.2%	21.7%	63.3%	27.6%	26.2%	29.1%	23.2%
DK/REFUSED	12.7%	11.1%	10.4%	12.5%	6.9%	11.7%	11.7%	12.0%	12.0%	10.3%	12.7%	10.9%	10.9%	9.7%	13.8%	12.3%	11.0%	5.0%	13.9%	4.7%	14.4%
Net Diff.	23.9%	28.2%	27.0%	19.4%	5.1%	42.8%	25.9%	41.1%	36.2%	42.8%	2.8%	31.0%	4.2%	53.8%	1.9%	44.3%	-37.6%	39.8%	33.7%	37.1%	39.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
YES	55.6%	68.0%	75.7%	81.5%	60.4%	41.8%	29.2%	24.6%	53.9%	59.9%	44.5%	76.4%	40.1%	65.3%	22.0%	74.3%	57.9%	72.7%	60.8%
NO	31.7%	20.3%	17.0%	13.9%	23.7%	47.3%	62.9%	57.3%	34.4%	25.6%	50.7%	14.9%	45.3%	20.2%	69.9%	20.2%	29.4%	21.4%	26.3%
DK/REFUSED	12.7%	11.7%	7.3%	4.6%	15.8%	10.9%	7.9%	18.1%	11.7%	14.5%	4.9%	8.8%	14.6%	14.4%	8.1%	5.5%	12.7%	5.8%	12.9%
Net Diff.	23.9%	47.8%	58.7%	67.6%	36.7%	-5.5%	-33.6%	-32.7%	19.5%	34.3%	-6.2%	61.5%	-5.1%	45.1%	-47.9%	54.0%	28.6%	51.3%	34.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
YES	55.6%	49.9%	63.2%	64.2%	55.1%	10.0%	22.7%	44.8%	62.2%	63.1%	43.3%	100.0%	-	53.6%	64.0%	65.1%	73.5%	-	24.9%
NO	31.7%	36.8%	25.2%	23.9%	44.9%	-	76.2%	39.3%	27.2%	25.9%	56.7%	-	88.2%	35.0%	23.6%	22.1%	26.5%	-	75.1%
DK/REFUSED	12.7%	13.3%	11.6%	11.9%	-	90.0%	1.1%	15.9%	10.6%	11.0%	-	-	11.8%	11.5%	12.5%	12.7%	-	100.0%	-
Net Diff.	23.9%	13.1%	37.9%	40.3%	10.1%	10.0%	-53.5%	5.5%	35.0%	37.2%	-13.5%	100.0%	-88.2%	18.6%	40.4%	43.0%	46.9%	-	-50.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
YES	55.6%	45.2%	44.7%	46.3%	59.2%	65.7%	44.9%	58.0%	45.7%	62.8%	50.9%	65.7%	31.2%	58.2%	39.9%	63.5%	46.1%	69.2%
NO	31.7%	39.6%	36.7%	37.2%	28.9%	26.4%	37.8%	30.4%	37.4%	27.6%	34.2%	26.4%	48.4%	30.1%	39.2%	29.1%	37.8%	23.7%
DK/REFUSED	12.7%	15.2%	18.5%	16.5%	11.9%	7.8%	17.2%	11.7%	16.8%	9.6%	14.9%	7.8%	20.4%	11.7%	20.8%	7.4%	16.1%	7.0%
Net Diff.	23.9%	5.7%	8.0%	9.2%	30.3%	39.3%	7.1%	27.6%	8.3%	35.3%	16.7%	39.3%	-17.1%	28.1%	0.7%	34.3%	8.3%	45.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
YES	55.6%	57.3%	57.8%	50.8%	62.3%	54.9%	63.3%	52.9%	57.7%	74.1%	49.2%	44.2%	41.4%	51.5%	44.8%	42.4%	67.1%
NO	31.7%	28.3%	30.6%	35.9%	26.4%	31.2%	28.3%	33.7%	30.2%	19.8%	36.0%	39.0%	44.7%	40.8%	30.2%	36.5%	25.1%
DK/REFUSED	12.7%	14.4%	11.6%	13.3%	11.2%	14.0%	8.4%	13.4%	12.1%	6.1%	14.8%	16.8%	13.8%	7.7%	25.0%	21.1%	7.8%
Net Diff.	23.9%	29.0%	27.2%	14.9%	35.9%	23.7%	35.0%	19.2%	27.5%	54.4%	13.2%	5.2%	-3.3%	10.7%	14.6%	6.0%	42.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
YES	55.6%	41.3%	57.1%	52.5%	61.8%	77.2%	14.6%	58.3%	51.6%	83.0%	27.6%	49.2%	57.6%	45.8%	
NO	31.7%	44.3%	24.6%	37.8%	30.3%	12.5%	65.8%	15.6%	15.3%	17.0%	62.3%	27.2%	19.6%	30.2%	
DK/REFUSED	12.7%	14.4%	18.2%	9.8%	7.9%	10.3%	19.6%	26.1%	33.2%	-	10.1%	23.6%	22.8%	23.9%	
Net Diff.	23.9%	-3.0%	32.5%	14.7%	31.6%	64.8%	-51.2%	42.7%	36.3%	66.1%	-34.7%	21.9%	37.9%	15.6%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
YES	49.7%	62.0%	46.6%	54.5%	43.9%	51.2%	44.0%	45.7%	38.3%	61.5%	61.8%	51.6%	40.3%	41.4%	-	38.2%
NO	38.7%	28.9%	39.9%	37.1%	42.9%	37.5%	43.5%	45.9%	35.7%	19.1%	18.7%	33.1%	57.0%	55.8%	100.0%	43.0%
DK/REFUSED	11.6%	9.1%	13.5%	8.4%	13.2%	11.3%	12.5%	8.4%	25.9%	19.3%	19.4%	15.3%	2.7%	2.8%	-	18.8%
Net Diff.	11.0%	33.2%	6.7%	17.4%	1.0%	13.7%	0.5%	-0.1%	2.6%	42.4%	43.1%	18.4%	-16.6%	-14.3%	-100%	-4.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
YES	49.7%	61.6%	49.3%	48.1%	47.7%	48.6%	67.1%	48.8%	47.5%	56.0%	9.5%	56.2%	53.1%
NO	38.7%	16.7%	48.0%	41.5%	41.5%	47.3%	20.5%	33.9%	41.1%	39.0%	90.5%	34.4%	35.1%
DK/REFUSED	11.6%	21.7%	2.7%	10.4%	10.8%	4.1%	12.4%	17.3%	11.4%	5.0%	-	9.4%	11.9%
Net Diff.	11.0%	44.9%	1.4%	6.6%	6.1%	1.3%	46.6%	14.9%	6.4%	16.9%	-80.9%	21.8%	18.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
YES	49.7%	56.2%	39.0%	41.5%	55.3%	46.4%	52.6%	49.7%	61.3%	61.1%	71.0%	39.5%	40.2%	2.2%	39.5%
NO	38.7%	29.6%	53.3%	46.3%	38.3%	53.6%	36.8%	26.5%	19.8%	19.6%	29.0%	57.4%	57.0%	78.5%	40.7%
DK/REFUSED	11.6%	14.3%	7.8%	12.2%	6.3%	-	10.6%	23.8%	18.8%	19.3%	-	3.1%	2.8%	19.3%	19.8%
Net Diff.	11.0%	26.6%	-14.3%	-4.8%	17.0%	-7.2%	15.9%	23.3%	41.5%	41.5%	42.1%	-17.8%	-16.9%	-76.4%	-1.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-UNDE- ABLE-CIDED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
YES	49.7%	61.3%	60.7%	75.3%	42.4%	44.0%	4.0%	34.3%	62.4%	33.7%
NO	38.7%	18.6%	18.5%	21.5%	55.2%	53.8%	88.1%	45.7%	12.2%	39.1%
DK/REFUSED	11.6%	20.1%	20.8%	3.1%	2.4%	2.2%	7.9%	20.0%	25.4%	27.3%
Net Diff.	11.0%	42.7%	42.2%	53.8%	-12.8%	-9.8%	-84.1%	-11.4%	50.3%	-5.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	207	67	120	133		160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
YES	49.7%	53.0%	43.6%	57.5%	42.3%		49.7%	48.7%	52.0%	35.7%	43.2%	59.2%	64.4%	52.8%	49.9%	52.8%	64.6%	46.0%	45.6%	46.8%	42.5%	25.5%
NO	38.7%	35.8%	41.7%	33.4%	44.1%		37.9%	39.9%	35.8%	56.1%	49.3%	22.8%	18.0%	30.7%	39.5%	30.7%	20.4%	50.0%	30.8%	33.1%	22.1%	0.5%
DK/REFUSED	11.6%	11.2%	14.7%	9.0%	13.7%		12.4%	11.4%	12.2%	8.1%	7.5%	18.0%	17.6%	16.5%	10.6%	16.5%	15.0%	4.0%	23.5%	20.0%	35.4%	74.0%
Net Diff.	11.0%	17.2%	2.0%	24.1%	-1.8%		11.8%	8.8%	16.2%	-20.4%	-6.0%	36.4%	46.4%	22.2%	10.4%	22.2%	44.2%	-4.0%	14.8%	13.7%	20.4%	24.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
YES	49.7%	64.8%	59.2%	50.6%	64.5%	37.2%	40.6%	66.0%	51.4%	44.1%	57.7%	43.6%	52.2%	47.3%	43.4%	48.4%
NO	38.7%	16.4%	38.2%	22.5%	23.7%	57.9%	39.2%	19.4%	41.9%	30.1%	25.5%	54.0%	34.6%	31.8%	54.2%	38.6%
DK/REFUSED	11.6%	18.9%	2.6%	26.9%	11.8%	4.8%	20.2%	14.6%	6.7%	25.8%	16.8%	2.4%	13.2%	20.9%	2.4%	13.0%
Net Diff.	11.0%	48.4%	21.0%	28.2%	40.7%	-20.7%	1.3%	46.5%	9.6%	14.0%	32.2%	-10.4%	17.6%	15.5%	-10.8%	9.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
YES	49.7%	57.2%	79.4%	45.4%	51.1%	40.4%	52.7%	52.6%	55.2%	50.5%	56.8%	53.6%	66.5%	58.3%	40.7%	44.5%	46.9%	41.2%	56.1%	58.6%
NO	38.7%	23.7%	10.7%	51.0%	44.7%	56.7%	41.6%	31.1%	30.3%	31.7%	38.7%	46.4%	26.0%	22.7%	53.7%	51.0%	39.3%	50.5%	38.7%	22.5%
DK/REFUSED	11.6%	19.0%	10.0%	3.5%	4.2%	3.0%	5.7%	16.4%	14.5%	17.9%	4.4%	-	7.5%	18.9%	5.6%	4.6%	13.8%	8.3%	5.2%	19.0%
Net Diff.	11.0%	33.5%	68.7%	-5.6%	6.4%	-16.3%	11.2%	21.5%	24.8%	18.8%	18.1%	7.2%	40.5%	35.6%	-13.0%	-6.5%	7.6%	-9.3%	17.3%	36.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
YES	49.7%	48.2%	49.2%	39.2%	49.0%	48.5%	33.3%	59.9%	39.8%	71.4%	67.0%	47.2%	52.6%	49.5%	60.0%	60.9%	47.2%	39.5%	58.5%	49.9%
NO	38.7%	51.8%	44.8%	50.9%	51.0%	46.1%	55.8%	19.8%	57.1%	12.4%	21.5%	42.7%	38.0%	42.2%	28.8%	31.4%	44.7%	51.6%	24.0%	38.4%
DK/REFUSED	11.6%	-	6.0%	9.9%	-	5.4%	10.9%	20.3%	3.1%	16.2%	11.5%	10.2%	9.4%	8.3%	11.2%	7.7%	8.1%	8.8%	17.5%	11.7%
Net Diff.	11.0%	-3.7%	4.3%	-11.8%	-2.1%	2.4%	-22.6%	40.0%	-17.3%	58.9%	45.5%	4.5%	14.6%	7.3%	31.3%	29.5%	2.6%	-12.1%	34.5%	11.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
YES	49.7%	46.9%	48.9%	45.3%	46.8%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	48.6%	53.7%	58.0%	60.8%
NO	38.7%	51.8%	49.9%	53.4%	51.8%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	38.9%	38.7%	29.8%	29.3%
DK/REFUSED	11.6%	1.3%	1.2%	1.3%	1.3%	-	-	-	-	-	-	-	-	-	-	-	-	12.5%	7.6%	12.2%	9.9%
Net Diff.	11.0%	-5.0%	-1.0%	-8.1%	-5.0%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	9.7%	15.0%	28.2%	31.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
YES	49.7%	40.6%	49.1%	51.8%	59.2%	45.2%	45.7%	43.6%	44.3%	51.8%	50.6%	55.6%	63.9%	48.3%	42.5%	52.5%	57.9%	50.9%	45.2%	48.1%	44.4%
NO	38.7%	46.7%	44.8%	27.8%	33.7%	51.4%	46.7%	52.9%	48.2%	32.0%	44.6%	26.4%	33.9%	37.3%	51.1%	27.9%	34.3%	41.6%	52.4%	44.5%	53.1%
DK/REFUSED	11.6%	12.7%	6.1%	20.4%	7.1%	3.5%	7.5%	3.6%	7.5%	16.1%	4.8%	18.0%	2.3%	14.4%	6.4%	19.6%	7.8%	7.5%	2.4%	7.4%	2.4%
Net Diff.	11.0%	-6.1%	4.4%	24.0%	25.5%	-6.2%	-1.0%	-9.3%	-4.0%	19.8%	6.1%	29.2%	30.0%	11.1%	-8.7%	24.6%	23.6%	9.3%	-7.2%	3.5%	-8.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
YES	49.7%	53.7%	59.9%	45.6%	53.7%	46.4%	51.9%	45.1%	42.7%	61.3%	57.9%	46.1%	39.3%	57.8%	44.3%	45.0%	48.4%	41.7%	47.8%
NO	38.7%	31.9%	25.9%	47.4%	29.5%	44.7%	29.7%	52.9%	54.0%	22.2%	34.9%	41.8%	50.9%	23.2%	40.0%	51.2%	48.8%	54.2%	49.7%
DK/REFUSED	11.6%	14.4%	14.2%	7.1%	16.8%	8.8%	18.3%	2.0%	3.3%	16.5%	7.2%	12.2%	9.8%	19.0%	15.8%	3.9%	2.7%	4.1%	2.5%
Net Diff.	11.0%	21.8%	33.9%	-1.8%	24.2%	1.7%	22.2%	-7.8%	-11.3%	39.1%	23.0%	4.3%	-11.6%	34.6%	4.3%	-6.2%	-0.4%	-12.5%	-1.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
YES	49.7%	53.0%	45.8%	44.3%	74.4%	-	94.9%	58.9%	56.6%	56.4%	58.0%	-	100.0%	48.7%	36.4%	33.6%	100.0%	-	94.5%
NO	38.7%	30.5%	49.4%	50.9%	25.6%	10.0%	5.1%	22.1%	36.1%	36.0%	42.0%	100.0%	-	36.6%	60.8%	63.9%	-	-	5.5%
DK/REFUSED	11.6%	16.5%	4.8%	4.9%	-	90.0%	-	19.1%	7.3%	7.6%	-	-	-	14.7%	2.7%	2.5%	-	100.0%	-
Net Diff.	11.0%	22.5%	-3.6%	-6.6%	48.9%	-10.0%	89.9%	36.8%	20.5%	20.4%	16.1%	-100%	100.0%	12.1%	-24.4%	-30.3%	100.0%	-	88.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
YES	49.7%	65.6%	54.4%	59.8%	39.8%	45.1%	58.8%	47.8%	59.4%	42.7%	51.9%	45.1%	55.2%	58.4%	58.7%	57.0%	55.5%	63.2%
NO	38.7%	31.1%	36.2%	25.0%	45.3%	46.3%	34.2%	39.7%	28.9%	45.9%	35.2%	46.3%	33.4%	27.6%	25.5%	31.4%	30.0%	25.6%
DK/REFUSED	11.6%	3.2%	9.4%	15.2%	14.9%	8.5%	7.0%	12.5%	11.7%	11.4%	12.9%	8.5%	11.3%	14.0%	15.8%	11.6%	14.5%	11.1%
Net Diff.	11.0%	34.5%	18.3%	34.8%	-5.6%	-1.2%	24.6%	8.0%	30.5%	-3.2%	16.7%	-1.2%	21.8%	30.8%	33.3%	25.7%	25.4%	37.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
YES	49.7%	62.0%	39.7%	59.9%	32.4%	48.9%	32.7%	57.7%	43.4%	40.9%	51.8%	56.1%	56.1%	48.7%	44.7%	49.0%	50.7%
NO	38.7%	34.9%	49.0%	31.9%	56.5%	39.4%	60.6%	28.7%	46.6%	51.1%	37.7%	27.6%	20.1%	35.2%	43.8%	38.7%	41.1%
DK/REFUSED	11.6%	3.0%	11.4%	8.2%	11.2%	11.6%	6.7%	13.7%	10.0%	7.9%	10.5%	16.3%	23.8%	16.1%	11.5%	12.2%	8.2%
Net Diff.	11.0%	27.1%	-9.3%	28.0%	-24.1%	9.5%	-27.9%	29.0%	-3.2%	-10.2%	14.1%	28.4%	36.0%	13.6%	1.0%	10.3%	9.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
YES	49.7%	51.2%	48.4%	41.1%	55.8%	49.3%	43.2%	45.2%	51.7%	21.1%	-	53.6%	70.1%	47.1%	
NO	38.7%	35.5%	36.2%	48.6%	30.0%	47.1%	34.3%	17.2%	15.9%	21.9%	72.4%	44.5%	29.9%	50.3%	
DK/REFUSED	11.6%	13.4%	15.4%	10.2%	14.3%	3.7%	22.5%	37.6%	32.4%	57.0%	27.6%	1.8%	-	2.6%	
Net Diff.	11.0%	15.7%	12.2%	-7.5%	25.8%	2.2%	8.8%	28.0%	35.8%	-0.8%	-72.4%	9.1%	40.2%	-3.2%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
LESS THAN COLLEGE	60.8%	63.9%	58.2%	62.2%	60.3%	58.9%	68.0%	74.3%	47.6%	59.2%	59.5%	50.0%	60.9%	61.2%	48.3%	69.0%
Less than High School	2.9%	-	2.5%	6.3%	2.6%	2.0%	6.0%	7.8%	-	0.9%	1.0%	-	5.3%	5.4%	-	-
High School Graduate	17.9%	11.4%	15.3%	18.2%	21.7%	14.6%	30.1%	31.0%	26.8%	13.7%	13.7%	13.4%	22.0%	22.5%	2.9%	18.0%
Some College/Trade	25.9%	30.4%	26.8%	24.3%	24.4%	28.1%	17.6%	17.7%	17.1%	26.5%	26.4%	28.4%	25.5%	25.3%	33.2%	24.9%
Associates/2-yr Degree	14.2%	22.1%	13.6%	13.4%	11.6%	14.1%	14.4%	17.7%	3.6%	18.1%	18.4%	8.3%	8.1%	8.0%	12.3%	26.0%
COLLEGE/POST GRADUATE	36.6%	31.9%	40.7%	33.5%	37.9%	40.1%	23.4%	24.1%	20.8%	38.2%	37.8%	50.0%	37.9%	37.5%	51.7%	20.9%
Bachelors/4-yr Degree	22.3%	25.1%	29.3%	20.9%	18.3%	23.9%	16.2%	16.3%	15.9%	26.0%	25.5%	46.6%	20.2%	20.0%	25.8%	14.0%
Post Graduate Degree	14.3%	6.8%	11.4%	12.6%	19.5%	16.2%	7.2%	7.8%	4.9%	12.1%	12.3%	3.3%	17.7%	17.5%	25.9%	6.9%
REFUSED	2.6%	4.2%	1.1%	4.3%	1.9%	1.0%	8.6%	1.6%	31.6%	2.6%	2.7%	-	1.2%	1.2%	-	10.1%
Net Diff.	-24.2%	-32.0%	-17.5%	-28.7%	-22.4%	-18.8%	-44.7%	-50.2%	-26.8%	-21.1%	-21.6%	-0.1%	-23.0%	-23.7%	3.3%	-48.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
LESS THAN COLLEGE	60.8%	55.3%	71.8%	65.8%	58.7%	58.6%	42.7%	63.3%	63.5%	60.9%	98.5%	53.7%	59.5%
Less than High School	2.9%	-	-	4.0%	3.4%	3.3%	-	4.5%	2.4%	-	-	-	2.6%
High School Graduate	17.9%	9.8%	28.0%	17.4%	18.7%	20.0%	15.8%	15.3%	18.8%	40.5%	98.5%	16.6%	15.6%
Some College/Trade	25.9%	23.3%	26.7%	31.1%	24.2%	23.1%	13.5%	30.6%	26.7%	8.4%	-	22.3%	27.4%
Associates/2-yr Degree	14.2%	22.2%	17.1%	13.4%	12.3%	12.2%	13.4%	12.9%	15.7%	12.0%	-	14.8%	14.0%
COLLEGE/POST GRADUATE	36.6%	44.7%	23.5%	30.7%	38.7%	39.6%	52.3%	35.1%	33.5%	39.1%	1.5%	43.6%	37.3%
Bachelors/4-yr Degree	22.3%	29.8%	4.6%	21.0%	23.2%	18.1%	40.1%	22.5%	20.7%	27.2%	1.5%	29.5%	23.2%
Post Graduate Degree	14.3%	14.9%	18.9%	9.7%	15.5%	21.5%	12.2%	12.6%	12.8%	11.9%	-	14.1%	14.1%
REFUSED	2.6%	-	4.7%	3.5%	2.6%	1.8%	5.0%	1.6%	3.0%	-	-	2.7%	3.2%
Net Diff.	-24.2%	-10.6%	-48.3%	-35.2%	-20.0%	-19.0%	9.6%	-28.2%	-30.0%	-21.8%	-96.9%	-10.2%	-22.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
LESS THAN COLLEGE	60.8%	60.1%	73.5%	61.5%	46.5%	58.1%	52.8%	71.2%	61.5%	60.8%	91.1%	59.8%	59.5%	77.7%	63.7%
Less than High School	2.9%	1.0%	9.9%	2.7%	-	1.9%	-	9.7%	1.6%	1.6%	1.5%	4.6%	4.6%	-	-
High School Graduate	17.9%	13.2%	28.3%	15.5%	18.8%	34.1%	19.5%	18.3%	14.0%	13.1%	53.6%	22.4%	22.3%	30.1%	13.8%
Some College/Trade	25.9%	27.9%	23.6%	31.7%	17.7%	6.1%	13.4%	40.5%	26.6%	26.4%	36.0%	23.6%	23.7%	20.5%	36.2%
Associates/2-yr Degree	14.2%	17.9%	11.8%	11.6%	10.0%	15.9%	19.8%	2.7%	19.2%	19.7%	-	9.1%	8.9%	27.0%	13.7%
COLLEGE/POST GRADUATE	36.6%	38.8%	20.9%	34.3%	53.5%	41.3%	47.2%	17.4%	36.0%	36.6%	8.9%	39.0%	39.3%	22.3%	23.9%
Bachelors/4-yr Degree	22.3%	25.7%	14.8%	24.0%	14.8%	36.9%	18.7%	17.4%	25.1%	25.4%	8.9%	20.6%	20.6%	22.3%	14.9%
Post Graduate Degree	14.3%	13.1%	6.1%	10.3%	38.7%	4.4%	28.5%	-	11.0%	11.2%	-	18.4%	18.7%	-	9.0%
REFUSED	2.6%	1.1%	5.6%	4.1%	-	0.6%	-	11.4%	2.5%	2.6%	-	1.2%	1.2%	-	12.4%
Net Diff.	-24.2%	-21.2%	-52.7%	-27.2%	7.0%	-16.8%	-5.5%	-53.8%	-25.5%	-24.1%	-82.1%	-20.7%	-20.1%	-55.3%	-39.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FIRM UNDE- CIDED	FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean				
Total	300	128	123	5	144	139	6	28	33	15	
LESS THAN COLLEGE	60.8%	59.2%	59.4%	52.6%	60.4%	59.8%	74.5%	70.8%	55.2%	60.1%	
Less than High School	2.9%	1.0%	1.0%	-	5.1%	5.3%	-	-	-	-	
High School Graduate	17.9%	11.6%	12.0%	-	21.3%	21.2%	22.9%	29.2%	3.3%	12.1%	
Some College/Trade	25.9%	27.7%	27.1%	45.2%	24.6%	23.6%	48.7%	24.0%	27.3%	30.3%	
Associates/2-yr Degree	14.2%	18.9%	19.3%	7.4%	9.3%	9.6%	2.8%	17.7%	24.6%	17.8%	
COLLEGE/POST GRADUATE	36.6%	38.1%	37.7%	47.4%	38.5%	39.2%	21.6%	19.6%	44.8%	22.8%	
Bachelors/4-yr Degree	22.3%	25.9%	25.3%	41.8%	20.1%	20.4%	13.6%	16.9%	30.3%	20.5%	
Post Graduate Degree	14.3%	12.2%	12.4%	5.7%	18.4%	18.8%	7.9%	2.7%	14.5%	2.3%	
REFUSED	2.6%	2.7%	2.9%	-	1.1%	1.0%	4.0%	9.6%	-	17.1%	
Net Diff.	-24.2%	-21.1%	-21.7%	-5.2%	-21.9%	-20.6%	-52.9%	-51.2%	-10.4%	-37.3%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 5

	TOTAL	REGISTERED PARTY														REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep. endent	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							
		SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE						
Total	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
LESS THAN COLLEGE	60.8%	60.7%	63.1%	61.3%	61.2%	68.0%	49.7%	60.9%	61.1%	61.0%	57.4%	60.4%	54.0%	60.8%	54.0%	54.8%	64.5%	58.3%	61.9%	37.9%	23.5%
Less than High School	2.9%	1.1%	7.9%	3.9%	1.2%	2.9%	2.4%	1.8%	3.1%	3.5%	1.1%	0.1%	4.4%	2.4%	4.4%	1.9%	4.6%	0.3%	0.3%	-	-
High School Graduate	17.9%	16.5%	22.8%	18.9%	18.4%	21.7%	11.7%	15.9%	36.8%	18.4%	15.9%	17.0%	16.9%	18.0%	16.9%	16.3%	24.2%	7.1%	7.1%	9.1%	2.8%
Some College/Trade	25.9%	27.0%	22.9%	22.8%	29.6%	25.7%	25.6%	26.5%	15.8%	26.6%	24.8%	26.8%	16.1%	26.7%	16.1%	21.1%	25.8%	29.6%	31.9%	13.2%	15.8%
Associates/2-yr Degree	14.2%	16.2%	9.4%	15.7%	12.1%	17.7%	10.0%	16.7%	5.5%	12.5%	15.5%	16.5%	16.6%	13.8%	16.6%	15.6%	9.8%	21.3%	22.7%	15.6%	4.8%
COLLEGE/POST GRADUATE	36.6%	36.7%	36.8%	35.4%	37.9%	30.0%	47.5%	36.6%	35.1%	36.3%	41.3%	37.0%	46.0%	36.5%	46.0%	39.4%	34.5%	38.4%	37.8%	62.1%	0.5%
Bachelors/4-yr Degree	22.3%	20.7%	25.0%	23.0%	21.5%	18.5%	28.7%	23.5%	20.6%	20.1%	29.1%	25.4%	33.5%	21.7%	33.5%	25.4%	20.3%	23.7%	22.6%	45.5%	-
Post Graduate Degree	14.3%	16.0%	11.8%	12.5%	16.3%	11.5%	18.8%	13.1%	14.6%	16.2%	12.2%	11.6%	12.4%	14.8%	12.4%	13.9%	14.2%	14.8%	15.2%	16.5%	0.5%
REFUSED	2.6%	2.6%	0.1%	3.3%	0.9%	2.0%	2.8%	2.5%	3.8%	2.7%	1.3%	2.7%	-	2.7%	-	5.8%	1.0%	3.3%	0.3%	-	76.0%
Net Diff.	-24.2%	-23.9%	-26.3%	-25.9%	-23.4%	-38.0%	-2.2%	-24.3%	-25.9%	-24.7%	-16.0%	-23.4%	-8.1%	-24.3%	-8.1%	-15.5%	-30.0%	-19.9%	-24.1%	24.1%	-23.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
LESS THAN COLLEGE	60.8%	53.0%	70.6%	60.3%	56.4%	60.4%	56.2%	51.8%	52.3%	65.2%	70.9%	70.8%	30.7%	63.7%	71.8%	34.2%
Less than High School	2.9%	-	6.1%	-	3.5%	3.7%	0.5%	2.0%	2.0%	-	1.5%	6.0%	1.2%	1.9%	6.1%	1.4%
High School Graduate	17.9%	17.6%	29.1%	5.4%	15.2%	20.9%	8.8%	12.2%	16.2%	7.6%	36.9%	28.2%	4.2%	33.2%	28.9%	4.5%
Some College/Trade	25.9%	29.1%	28.3%	33.2%	14.3%	24.2%	26.0%	22.2%	21.0%	32.4%	15.4%	28.3%	18.9%	19.2%	28.4%	21.1%
Associates/2-yr Degree	14.2%	6.3%	7.2%	21.7%	23.4%	11.6%	21.0%	15.4%	13.2%	25.2%	17.0%	8.3%	6.4%	9.5%	8.4%	7.1%
COLLEGE/POST GRADUATE	36.6%	38.6%	28.8%	34.0%	40.0%	38.4%	42.8%	43.9%	45.8%	30.8%	16.5%	28.9%	68.4%	20.6%	27.9%	64.9%
Bachelors/4-yr Degree	22.3%	23.8%	15.1%	17.3%	26.8%	23.9%	30.0%	27.8%	30.0%	18.2%	13.9%	15.8%	45.5%	17.4%	15.5%	44.6%
Post Graduate Degree	14.3%	14.8%	13.7%	16.7%	13.2%	14.5%	12.8%	16.1%	15.9%	12.6%	2.6%	13.1%	22.9%	3.2%	12.4%	20.3%
REFUSED	2.6%	8.3%	0.6%	5.7%	3.6%	1.3%	0.9%	4.3%	1.9%	4.0%	12.6%	0.3%	0.9%	15.7%	0.3%	1.0%
Net Diff.	-24.2%	-14.4%	-41.8%	-26.3%	-16.4%	-22.0%	-13.4%	-7.8%	-6.5%	-34.4%	-54.3%	-41.9%	37.8%	-43.1%	-44.0%	30.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
LESS THAN COLLEGE	60.8%	45.4%	74.2%	57.9%	62.5%	53.8%	55.6%	62.6%	53.6%	69.9%	59.8%	55.6%	63.5%	65.3%	59.3%	50.9%	59.9%	52.7%	48.7%	61.6%
Less than High School	2.9%	-	6.0%	5.9%	11.3%	1.2%	2.4%	1.4%	0.4%	2.2%	1.4%	10.0%	3.2%	0.9%	3.6%	2.0%	1.9%	-	1.9%	1.3%
High School Graduate	17.9%	10.6%	29.2%	17.2%	16.3%	18.0%	19.9%	16.1%	13.0%	18.6%	18.4%	25.7%	24.2%	14.8%	12.3%	17.3%	17.4%	13.2%	8.1%	11.4%
Some College/Trade	25.9%	18.1%	23.8%	21.1%	17.8%	24.0%	23.1%	28.2%	27.8%	28.5%	17.5%	17.3%	23.7%	36.8%	23.3%	22.8%	19.7%	21.4%	22.0%	28.8%
Associates/2-yr Degree	14.2%	16.7%	15.3%	13.7%	17.0%	10.6%	10.1%	16.9%	12.4%	20.6%	22.4%	2.6%	12.4%	12.9%	20.1%	8.8%	20.9%	18.0%	16.7%	20.2%
COLLEGE/POST GRADUATE	36.6%	45.4%	25.8%	41.8%	37.5%	45.7%	41.6%	36.4%	44.2%	30.0%	40.2%	44.4%	36.5%	32.6%	40.3%	44.6%	40.1%	46.6%	46.4%	38.4%
Bachelors/4-yr Degree	22.3%	30.4%	15.3%	25.2%	28.3%	22.5%	23.2%	23.3%	27.8%	19.7%	30.5%	26.9%	10.7%	21.0%	24.2%	30.7%	25.7%	29.7%	27.3%	25.0%
Post Graduate Degree	14.3%	15.0%	10.4%	16.6%	9.3%	23.2%	18.4%	13.1%	16.4%	10.3%	9.8%	17.5%	25.8%	11.6%	16.1%	13.9%	14.4%	16.9%	19.0%	13.4%
REFUSED	2.6%	9.3%	-	0.3%	-	0.5%	2.8%	1.0%	2.2%	0.1%	-	-	-	2.1%	0.4%	4.6%	-	0.7%	4.9%	-
Net Diff.	-24.2%	-0.0%	-48.5%	-16.1%	-25.0%	-8.1%	-14.0%	-26.2%	-9.4%	-39.8%	-19.6%	-11.1%	-26.9%	-32.7%	-19.0%	-6.3%	-19.8%	-6.1%	-2.3%	-23.3%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
LESS THAN COLLEGE	60.8%	61.4%	63.2%	64.9%	63.7%	63.7%	65.7%	58.7%	62.9%	58.9%	54.8%	62.3%	64.6%	55.3%	71.8%	51.2%	59.4%	58.8%	61.2%	52.9%
Less than High School	2.9%	9.6%	3.0%	1.6%	9.9%	3.1%	1.7%	1.0%	4.7%	-	0.5%	3.5%	3.5%	2.4%	3.8%	2.5%	3.3%	2.2%	2.2%	0.3%
High School Graduate	17.9%	19.8%	32.9%	27.0%	20.5%	33.8%	26.7%	12.5%	22.9%	24.1%	15.5%	18.4%	23.5%	11.0%	23.9%	13.9%	23.3%	8.4%	17.5%	6.9%
Some College/Trade	25.9%	21.1%	24.4%	26.7%	21.9%	23.9%	29.3%	26.2%	25.6%	28.2%	22.9%	26.4%	26.3%	22.6%	33.3%	25.5%	21.2%	20.1%	24.7%	23.3%
Associates/2-yr Degree	14.2%	10.9%	2.8%	9.7%	11.3%	2.9%	8.0%	19.0%	9.6%	6.7%	16.0%	14.0%	11.3%	19.3%	10.9%	9.3%	11.6%	28.1%	16.9%	22.4%
COLLEGE/POST GRADUATE	36.6%	38.6%	36.2%	31.8%	36.3%	35.7%	30.8%	37.3%	36.1%	29.6%	43.1%	35.9%	34.3%	44.7%	26.0%	48.8%	40.2%	41.2%	38.8%	47.1%
Bachelors/4-yr Degree	22.3%	22.8%	18.5%	19.8%	22.8%	17.5%	19.8%	25.7%	19.2%	17.2%	23.1%	22.6%	18.8%	31.2%	10.3%	29.4%	25.0%	32.8%	24.5%	31.0%
Post Graduate Degree	14.3%	15.9%	17.7%	12.1%	13.5%	18.2%	11.0%	11.6%	16.9%	12.4%	20.0%	13.3%	15.4%	13.5%	15.7%	19.4%	15.2%	8.4%	14.3%	16.2%
REFUSED	2.6%	-	0.6%	3.2%	-	0.6%	3.5%	4.0%	1.1%	11.5%	2.1%	1.8%	1.1%	-	2.2%	-	0.4%	-	-	-
Net Diff.	-24.2%	-22.7%	-26.9%	-33.1%	-27.3%	-28.0%	-34.9%	-21.4%	-26.8%	-29.3%	-11.7%	-26.4%	-30.4%	-10.5%	-45.8%	-2.5%	-19.2%	-17.6%	-22.5%	-5.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
LESS THAN COLLEGE	60.8%	68.2%	59.2%	67.2%	65.5%	59.5%	61.1%	64.0%	66.2%	54.8%	58.7%	55.9%	52.2%	64.8%	68.3%	65.8%	69.4%	100.0%	-	100.0%	-	
Less than High School	2.9%	4.9%	6.2%	5.1%	6.9%	3.9%	2.4%	4.5%	1.1%	3.2%	3.1%	1.4%	1.6%	7.6%	3.1%	8.2%	3.2%	4.7%	-	4.6%	-	
High School Graduate	17.9%	29.6%	18.0%	29.2%	20.0%	13.7%	23.9%	15.1%	29.6%	12.3%	21.1%	10.2%	12.1%	19.0%	33.2%	18.7%	33.7%	29.4%	-	30.2%	-	
Some College/Trade	25.9%	27.9%	21.2%	28.2%	23.5%	27.4%	24.0%	32.0%	30.5%	22.6%	20.9%	26.4%	25.2%	28.8%	23.1%	30.4%	23.5%	42.6%	-	47.1%	-	
Associates/2-yr Degree	14.2%	5.7%	13.7%	4.7%	15.2%	14.5%	10.8%	12.4%	5.1%	16.6%	13.5%	17.9%	13.2%	9.4%	8.9%	8.5%	9.0%	23.3%	-	18.1%	-	
COLLEGE/POST GRADUATE	36.6%	29.8%	40.8%	30.8%	34.5%	39.5%	36.6%	34.3%	33.2%	45.0%	38.2%	44.0%	43.6%	33.0%	31.2%	31.8%	30.1%	-	100.0%	-	100.0%	
Bachelors/4-yr Degree	22.3%	13.3%	32.2%	13.7%	31.3%	22.3%	25.1%	16.5%	20.8%	28.4%	27.2%	27.1%	29.6%	15.4%	21.6%	14.6%	21.8%	-	60.9%	-	54.3%	
Post Graduate Degree	14.3%	16.6%	8.6%	17.1%	3.1%	17.2%	11.5%	17.8%	12.4%	16.6%	11.0%	16.9%	13.9%	17.5%	9.6%	17.2%	8.3%	-	39.1%	-	45.7%	
REFUSED	2.6%	2.0%	-	2.0%	-	1.0%	2.3%	1.7%	0.6%	0.2%	3.1%	0.1%	4.2%	2.2%	0.4%	2.4%	0.5%	-	-	-	-	
Net Diff.	-24.2%	-38.3%	-18.4%	-36.4%	-31.1%	-20.0%	-24.6%	-29.8%	-33.0%	-9.7%	-20.5%	-11.8%	-8.6%	-31.8%	-37.1%	-34.0%	-39.3%	-100%	100.0%	-100%	100.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
LESS THAN COLLEGE	60.8%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	64.5%	55.9%	70.5%	57.9%	58.8%	54.7%	58.5%	55.0%	78.3%	56.8%	77.9%	59.1%
Less than High School	2.9%	4.9%	-	2.1%	-	7.6%	-	7.9%	-	2.9%	2.7%	2.9%	3.7%	2.9%	2.0%	0.8%	0.4%	7.5%	4.5%	8.1%	4.7%
High School Graduate	17.9%	28.7%	-	20.3%	-	39.4%	-	39.3%	-	20.1%	12.9%	22.2%	12.8%	18.2%	13.0%	13.1%	5.1%	36.0%	18.9%	36.0%	19.7%
Some College/Trade	25.9%	38.7%	-	45.1%	-	39.8%	-	40.4%	-	29.5%	23.0%	33.3%	28.1%	26.0%	19.9%	29.4%	24.2%	30.1%	22.2%	31.1%	23.1%
Associates/2-yr Degree	14.2%	27.7%	-	32.4%	-	13.2%	-	12.5%	-	12.0%	17.3%	12.2%	13.3%	11.7%	19.7%	15.2%	25.3%	4.7%	11.2%	2.8%	11.6%
COLLEGE/POST GRADUATE	36.6%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	32.9%	43.9%	27.5%	41.6%	38.0%	45.2%	39.1%	45.0%	18.7%	43.1%	18.9%	40.8%
Bachelors/4-yr Degree	22.3%	-	65.2%	-	62.8%	-	58.8%	-	60.0%	22.2%	23.9%	19.4%	16.4%	24.8%	28.5%	25.9%	24.7%	14.2%	23.5%	14.5%	22.9%
Post Graduate Degree	14.3%	-	34.8%	-	37.2%	-	41.2%	-	40.0%	10.7%	20.0%	8.1%	25.2%	13.1%	16.7%	13.2%	20.3%	4.5%	19.6%	4.4%	18.0%
REFUSED	2.6%	-	-	-	-	-	-	-	-	2.6%	0.3%	2.0%	0.5%	3.2%	0.1%	2.4%	-	3.0%	0.1%	3.2%	0.1%
Net Diff.	-24.2%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-31.6%	-12.0%	-43.0%	-16.2%	-20.8%	-9.5%	-19.4%	-9.9%	-59.6%	-13.7%	-59.0%	-18.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
LESS THAN COLLEGE	60.8%	65.2%	67.1%	69.2%	63.2%	56.2%	55.1%	39.7%	60.0%	70.3%	56.5%	60.1%	56.1%	57.8%	53.7%	81.7%	58.7%	80.6%	61.5%
Less than High School	2.9%	3.9%	12.7%	3.2%	0.3%	1.5%	0.5%	-	2.5%	3.4%	2.9%	4.4%	0.6%	1.9%	0.4%	8.3%	2.4%	8.8%	2.5%
High School Graduate	17.9%	18.5%	23.8%	22.2%	15.0%	17.5%	7.5%	1.7%	27.4%	17.5%	19.6%	19.5%	16.1%	14.3%	7.8%	27.7%	25.3%	26.8%	26.6%
Some College/Trade	25.9%	30.9%	19.0%	37.3%	34.1%	20.5%	21.5%	17.3%	20.4%	35.9%	22.6%	25.9%	19.2%	26.6%	21.7%	40.6%	19.7%	41.9%	20.7%
Associates/2-yr Degree	14.2%	11.9%	11.6%	6.6%	13.8%	16.8%	25.6%	20.7%	9.8%	13.5%	11.4%	10.3%	20.1%	15.0%	23.8%	5.1%	11.2%	3.1%	11.8%
COLLEGE/POST GRADUATE	36.6%	30.3%	26.4%	25.2%	33.6%	42.7%	44.5%	52.4%	39.7%	23.1%	43.0%	37.6%	42.5%	37.5%	44.4%	14.7%	41.3%	15.5%	38.5%
Bachelors/4-yr Degree	22.3%	20.1%	13.9%	24.1%	21.5%	22.6%	27.6%	23.0%	19.0%	13.8%	19.1%	26.5%	24.8%	24.3%	25.9%	11.0%	20.2%	11.6%	19.1%
Post Graduate Degree	14.3%	10.2%	12.5%	1.1%	12.1%	20.1%	17.0%	29.4%	20.7%	9.2%	23.9%	11.2%	17.8%	13.2%	18.4%	3.7%	21.1%	3.9%	19.3%
REFUSED	2.6%	4.4%	6.5%	5.5%	3.2%	1.1%	0.3%	7.9%	0.4%	6.6%	0.5%	2.3%	1.4%	4.8%	2.0%	3.6%	-	3.8%	-
Net Diff.	-24.2%	-34.9%	-40.7%	-44.0%	-29.5%	-13.5%	-10.6%	12.8%	-20.3%	-47.2%	-13.5%	-22.4%	-13.5%	-20.3%	-9.3%	-67.0%	-17.3%	-65.1%	-23.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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/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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
LESS THAN COLLEGE	60.8%	57.2%	65.7%	66.8%	55.1%	10.0%	23.8%	60.2%	68.0%	69.1%	43.3%	100.0%	11.8%	55.0%	63.7%	64.8%	73.5%	-	24.9%		
Less than High School	2.9%	1.2%	5.0%	5.3%	-	-	-	0.3%	5.9%	6.2%	-	-	-	1.9%	4.2%	4.5%	-	-	-		
High School Graduate	17.9%	11.6%	25.8%	26.2%	28.7%	10.0%	-	11.8%	27.8%	28.9%	-	100.0%	-	11.5%	24.2%	23.9%	73.5%	-	-		
Some College/Trade	25.9%	25.8%	26.1%	27.0%	-	-	22.7%	33.3%	26.4%	27.5%	-	-	-	20.4%	25.9%	26.6%	-	-	24.9%		
Associates/2-yr Degree	14.2%	18.5%	8.7%	8.3%	26.4%	-	1.1%	14.8%	7.9%	6.6%	43.3%	-	11.8%	21.2%	9.4%	9.9%	-	-	-		
COLLEGE/POST GRADUATE	36.6%	39.4%	33.0%	31.8%	44.9%	90.0%	76.2%	35.0%	29.8%	28.6%	56.7%	-	88.2%	42.6%	35.8%	34.6%	26.5%	100.0%	75.1%		
Bachelors/4-yr Degree	22.3%	24.7%	19.4%	19.1%	14.2%	90.0%	37.5%	18.7%	16.5%	16.4%	14.8%	-	88.2%	29.1%	21.9%	21.5%	13.3%	100.0%	32.5%		
Post Graduate Degree	14.3%	14.7%	13.6%	12.7%	30.7%	-	38.8%	16.3%	13.2%	12.2%	42.0%	-	-	13.5%	13.9%	13.1%	13.3%	-	42.6%		
REFUSED	2.6%	3.4%	1.3%	1.4%	-	-	-	4.7%	2.2%	2.3%	-	-	-	2.5%	0.5%	0.6%	-	-	-		
Net Diff.	-24.2%	-17.8%	-32.7%	-35.0%	-10.1%	79.9%	52.5%	-25.2%	-38.2%	-40.5%	13.5%	-100%	76.3%	-12.4%	-27.9%	-30.2%	-46.9%	100.0%	50.1%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
LESS THAN COLLEGE	60.8%	70.6%	54.5%	60.7%	63.3%	59.0%	60.8%	60.8%	60.7%	60.9%	61.7%	59.0%	56.1%	65.5%	61.4%	65.5%	63.8%	63.4%
Less than High School	2.9%	4.8%	5.1%	0.3%	3.1%	3.5%	5.0%	2.4%	2.3%	3.3%	2.6%	3.5%	-	3.6%	-	5.2%	2.6%	3.6%
High School Graduate	17.9%	25.9%	15.2%	13.1%	19.9%	19.1%	19.4%	17.6%	15.8%	19.4%	17.3%	19.1%	20.5%	19.0%	18.1%	20.2%	18.6%	21.0%
Some College/Trade	25.9%	29.9%	21.0%	25.7%	22.9%	29.1%	24.4%	26.2%	25.2%	26.3%	24.3%	29.1%	23.8%	31.4%	31.1%	28.9%	28.8%	32.6%
Associates/2-yr Degree	14.2%	9.9%	13.3%	21.6%	17.4%	7.3%	12.0%	14.7%	17.5%	11.8%	17.4%	7.3%	11.8%	11.5%	12.1%	11.2%	13.8%	6.2%
COLLEGE/POST GRADUATE	36.6%	28.1%	41.6%	39.3%	32.5%	38.1%	36.3%	36.7%	38.0%	35.6%	35.9%	38.1%	39.5%	30.9%	36.8%	29.2%	32.5%	32.8%
Bachelors/4-yr Degree	22.3%	22.9%	19.4%	25.7%	19.7%	22.7%	20.7%	22.6%	23.6%	21.4%	22.1%	22.7%	25.3%	15.9%	20.1%	15.8%	17.3%	18.6%
Post Graduate Degree	14.3%	5.2%	22.2%	13.6%	12.8%	15.3%	15.6%	14.0%	14.4%	14.2%	13.8%	15.3%	14.2%	15.0%	16.7%	13.4%	15.2%	14.2%
REFUSED	2.6%	1.3%	3.9%	-	4.3%	3.0%	2.9%	2.5%	1.2%	3.6%	2.4%	3.0%	4.3%	3.6%	1.9%	5.3%	3.7%	3.8%
Net Diff.	-24.2%	-42.5%	-12.9%	-21.4%	-30.8%	-20.9%	-24.4%	-24.2%	-22.7%	-25.3%	-25.8%	-20.9%	-16.6%	-34.6%	-24.6%	-36.3%	-31.3%	-30.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
LESS THAN COLLEGE	60.8%	65.0%	57.3%	60.2%	57.5%	59.9%	55.9%	63.7%	58.6%	57.7%	65.1%	59.3%	70.1%	59.8%	54.5%	61.9%	61.0%
Less than High School	2.9%	9.5%	1.5%	4.3%	1.9%	2.6%	3.4%	2.9%	2.9%	4.6%	3.0%	1.0%	6.2%	2.8%	1.9%	3.5%	2.5%
High School Graduate	17.9%	18.4%	16.5%	13.7%	18.9%	16.3%	17.8%	19.2%	16.8%	20.6%	18.4%	14.6%	10.9%	20.0%	19.1%	18.1%	17.5%
Some College/Trade	25.9%	25.0%	22.2%	20.0%	24.5%	20.6%	26.7%	30.0%	22.7%	17.4%	32.5%	27.2%	29.9%	23.7%	28.3%	24.3%	26.4%
Associates/2-yr Degree	14.2%	12.1%	17.0%	22.2%	12.2%	20.5%	8.0%	11.6%	16.2%	15.1%	11.1%	16.5%	23.2%	13.3%	5.2%	16.1%	14.6%
COLLEGE/POST GRADUATE	36.6%	33.4%	41.0%	39.2%	40.2%	38.8%	41.7%	32.5%	39.8%	41.7%	34.6%	33.7%	22.4%	39.4%	34.7%	35.6%	38.1%
Bachelors/4-yr Degree	22.3%	16.6%	27.8%	26.7%	25.4%	26.1%	25.5%	17.7%	25.9%	24.3%	18.8%	24.0%	21.5%	22.7%	21.3%	24.1%	21.6%
Post Graduate Degree	14.3%	16.8%	13.2%	12.5%	14.7%	12.6%	16.2%	14.9%	13.8%	17.3%	15.8%	9.7%	0.9%	16.7%	13.4%	11.5%	16.4%
REFUSED	2.6%	1.6%	1.7%	0.7%	2.3%	1.3%	2.4%	3.8%	1.7%	0.6%	0.3%	7.0%	7.5%	0.8%	10.8%	2.5%	0.9%
Net Diff.	-24.2%	-31.5%	-16.2%	-21.0%	-17.3%	-21.1%	-14.3%	-31.2%	-18.8%	-16.1%	-30.5%	-25.6%	-47.7%	-20.4%	-19.8%	-26.4%	-23.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
LESS THAN COLLEGE	60.8%	64.7%	61.0%	65.1%	64.2%	48.0%	50.4%	69.2%	73.3%	53.9%	23.8%	54.9%	85.4%	42.9%
Less than High School	2.9%	3.7%	0.3%	2.9%	5.2%	1.8%	0.7%	-	-	-	-	-	-	-
High School Graduate	17.9%	18.3%	15.6%	19.4%	13.6%	21.7%	3.9%	4.9%	6.2%	-	-	15.8%	24.8%	12.3%
Some College/Trade	25.9%	29.1%	26.7%	28.3%	26.0%	17.6%	25.3%	36.9%	43.4%	12.8%	-	26.6%	55.5%	15.1%
Associates/2-yr Degree	14.2%	13.6%	18.4%	14.5%	19.4%	6.9%	20.4%	27.4%	23.8%	41.1%	23.8%	12.6%	5.1%	15.5%
COLLEGE/POST GRADUATE	36.6%	31.5%	34.5%	31.5%	35.6%	52.0%	41.3%	30.6%	26.4%	46.1%	66.1%	44.6%	14.6%	56.5%
Bachelors/4-yr Degree	22.3%	22.9%	19.4%	15.1%	15.2%	34.6%	32.4%	18.9%	15.8%	30.2%	10.1%	19.7%	-	27.4%
Post Graduate Degree	14.3%	8.6%	15.0%	16.4%	20.5%	17.4%	8.9%	11.7%	10.6%	15.9%	56.0%	24.9%	14.6%	29.0%
REFUSED	2.6%	3.8%	4.5%	3.4%	0.2%	-	8.3%	0.2%	0.3%	-	10.1%	0.4%	-	0.6%
Net Diff.	-24.2%	-33.3%	-26.5%	-33.5%	-28.5%	4.0%	-9.1%	-38.6%	-46.9%	-7.8%	42.3%	-10.3%	-70.9%	13.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
PRO-LIFE	47.8%	45.4%	46.5%	49.5%	48.6%	49.3%	42.1%	46.4%	28.1%	74.6%	75.6%	38.4%	25.6%	25.7%	23.1%	27.2%
Strongly	30.3%	32.9%	32.5%	29.4%	28.5%	30.1%	31.1%	34.6%	19.6%	46.2%	46.9%	19.6%	18.2%	18.1%	23.1%	11.5%
Somewhat	17.5%	12.5%	14.0%	20.1%	20.1%	19.2%	11.1%	11.8%	8.5%	28.3%	28.6%	18.7%	7.4%	7.6%	-	15.7%
PRO-CHOICE	43.5%	47.1%	45.6%	40.2%	42.6%	44.4%	40.0%	39.4%	41.9%	18.9%	17.8%	56.9%	65.4%	65.8%	49.3%	54.5%
Somewhat	11.9%	15.0%	16.1%	6.9%	10.9%	11.9%	11.7%	12.2%	10.0%	10.7%	9.7%	48.0%	12.8%	13.0%	6.9%	13.1%
Strongly	31.6%	32.1%	29.4%	33.3%	31.7%	32.5%	28.3%	27.1%	31.9%	8.2%	8.1%	9.0%	52.6%	52.8%	42.4%	41.4%
DK/REFUSED	8.7%	7.5%	8.0%	10.3%	8.8%	6.3%	17.9%	14.2%	30.0%	6.6%	6.6%	4.7%	9.0%	8.5%	27.6%	18.3%
Net Diff.	4.3%	-1.7%	0.9%	9.3%	6.0%	4.9%	2.1%	7.0%	-13.8%	55.7%	57.7%	-18.5%	-39.8%	-40.1%	-26.2%	-27.3%
Mean	2.51	2.50	2.54	2.51	2.50	2.50	2.55	2.63	2.23	3.21	3.22	2.51	1.90	1.90	2.05	1.97

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
PRO-LIFE	47.8%	76.5%	24.8%	42.9%	46.0%	27.9%	87.1%	48.5%	48.1%	43.3%	45.6%	64.3%	50.9%
Strongly	30.3%	39.9%	23.0%	27.6%	30.0%	23.7%	44.9%	26.4%	32.2%	25.9%	44.4%	30.8%	27.9%
Somewhat	17.5%	36.6%	1.8%	15.3%	16.0%	4.3%	42.2%	22.1%	15.9%	17.5%	1.2%	33.5%	22.9%
PRO-CHOICE	43.5%	20.2%	64.4%	46.8%	45.0%	67.8%	12.5%	42.2%	40.4%	41.0%	54.0%	29.5%	42.7%
Somewhat	11.9%	11.0%	8.1%	17.3%	10.3%	12.8%	7.1%	13.8%	11.4%	3.6%	-	5.4%	13.6%
Strongly	31.6%	9.2%	56.3%	29.5%	34.7%	55.0%	5.4%	28.4%	29.0%	37.5%	54.0%	24.1%	29.2%
DK/REFUSED	8.7%	3.3%	10.8%	10.3%	9.0%	4.2%	0.4%	9.3%	11.5%	15.6%	0.4%	6.2%	6.4%
Net Diff.	4.3%	56.4%	-39.6%	-3.9%	1.0%	-39.9%	74.6%	6.3%	7.8%	2.3%	-8.4%	34.8%	8.1%
Mean	2.51	3.11	1.90	2.46	2.45	1.96	3.27	2.51	2.58	2.38	2.36	2.76	2.53

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
PRO-LIFE	47.8%	58.4%	37.5%	47.2%	30.8%	29.2%	31.6%	65.6%	74.3%	74.1%	84.4%	24.0%	23.8%	37.7%	29.0%
Strongly	30.3%	34.6%	28.0%	29.6%	30.2%	10.0%	21.0%	27.1%	45.1%	45.0%	48.4%	17.4%	17.3%	25.6%	17.0%
Somewhat	17.5%	23.8%	9.6%	17.6%	0.7%	19.2%	10.6%	38.4%	29.2%	29.1%	36.0%	6.6%	6.5%	12.0%	12.0%
PRO-CHOICE	43.5%	32.6%	55.0%	42.0%	64.2%	70.8%	57.5%	16.0%	19.1%	19.2%	15.6%	67.8%	68.0%	60.2%	44.0%
Somewhat	11.9%	11.0%	17.8%	6.3%	16.2%	17.3%	9.0%	13.3%	11.1%	11.2%	8.9%	13.2%	12.9%	29.2%	8.4%
Strongly	31.6%	21.7%	37.3%	35.7%	48.0%	53.5%	48.5%	2.7%	8.0%	8.0%	6.7%	54.7%	55.1%	30.9%	35.6%
DK/REFUSED	8.7%	8.9%	7.4%	10.8%	5.0%	-	10.9%	18.4%	6.5%	6.7%	-	8.1%	8.2%	2.2%	27.0%
Net Diff.	4.3%	25.8%	-17.5%	5.2%	-33.4%	-41.5%	-25.9%	49.6%	55.2%	54.9%	68.8%	-43.8%	-44.2%	-22.5%	-15.0%
Mean	2.51	2.78	2.31	2.46	2.14	1.86	2.04	3.10	3.19	3.19	3.26	1.86	1.85	2.33	2.14

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	
Total	300	128	123	5	144	139	6	28	33	15
PRO-LIFE	47.8%	72.1%	72.2%	69.2%	26.3%	25.6%	43.0%	47.6%	83.3%	29.2%
Strongly	30.3%	44.4%	43.5%	68.6%	18.5%	18.1%	27.2%	26.5%	45.9%	12.8%
Somewhat	17.5%	27.6%	28.7%	0.6%	7.9%	7.5%	15.8%	21.1%	37.4%	16.4%
PRO-CHOICE	43.5%	21.0%	20.7%	30.8%	66.0%	67.3%	35.1%	30.1%	15.9%	33.7%
Somewhat	11.9%	10.7%	10.8%	9.1%	13.9%	13.9%	14.4%	6.5%	12.2%	10.4%
Strongly	31.6%	10.3%	9.8%	21.7%	52.0%	53.4%	20.7%	23.6%	3.7%	23.2%
DK/REFUSED	8.7%	6.9%	7.2%	-	7.7%	7.1%	21.9%	22.3%	0.8%	37.1%
Net Diff.	4.3%	51.0%	51.5%	38.4%	-39.7%	-41.7%	7.9%	17.5%	67.4%	-4.5%
Mean	2.51	3.14	3.14	3.16	1.92	1.90	2.63	2.65	3.26	2.30

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 5

	REGISTERED PARTY																REPUBLICAN	DEMOCRATIC	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						
Total	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
PRO-LIFE	47.8%	40.9%	62.6%	41.1%	53.5%	55.9%	38.4%	50.5%	34.7%	32.7%	71.5%	77.3%	53.9%	46.6%	53.9%	73.3%	34.9%	53.5%	54.0%	63.1%	20.7%	
Strongly	30.3%	23.2%	48.9%	22.1%	38.9%	36.6%	24.0%	31.6%	22.2%	22.1%	42.4%	45.9%	27.7%	29.6%	27.7%	48.2%	22.2%	32.3%	31.8%	42.8%	20.7%	
Somewhat	17.5%	17.6%	13.7%	19.0%	14.5%	19.2%	14.4%	18.8%	12.5%	10.5%	29.1%	31.4%	26.2%	17.1%	26.2%	25.0%	12.7%	21.1%	22.2%	20.3%	-	
PRO-CHOICE	43.5%	51.0%	29.2%	48.7%	40.8%	35.2%	55.8%	41.8%	61.2%	56.6%	23.7%	19.0%	33.6%	44.8%	33.6%	18.6%	56.7%	36.9%	38.6%	33.1%	8.1%	
Somewhat	11.9%	14.0%	8.9%	13.1%	10.5%	9.5%	15.5%	11.9%	15.5%	12.9%	11.8%	7.9%	20.4%	11.4%	20.4%	9.6%	11.7%	14.0%	15.8%	2.5%	-	
Strongly	31.6%	37.0%	20.3%	35.6%	30.2%	25.7%	40.3%	29.9%	45.7%	43.6%	11.8%	11.1%	13.2%	33.5%	13.2%	9.0%	45.0%	22.9%	22.8%	30.6%	8.1%	
DK/REFUSED	8.7%	8.1%	8.2%	10.2%	5.8%	8.9%	5.8%	7.7%	4.1%	10.8%	4.8%	3.7%	12.5%	8.5%	12.5%	8.1%	8.4%	9.7%	7.4%	3.8%	71.2%	
Net Diff.	4.3%	-10.2%	33.4%	-7.5%	12.7%	20.7%	-17.5%	8.6%	-26.5%	-23.9%	47.8%	58.3%	20.3%	1.8%	20.3%	54.7%	-21.8%	16.6%	15.4%	29.9%	12.7%	
Mean	2.51	2.29	2.99	2.31	2.66	2.73	2.23	2.57	2.12	2.12	3.07	3.16	2.78	2.47	2.78	3.22	2.13	2.70	2.68	2.78	3.16	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
PRO-LIFE	47.8%	80.1%	37.1%	57.3%	67.5%	33.4%	49.6%	69.9%	45.9%	61.3%	90.9%	29.4%	24.0%	88.7%	29.4%	25.1%
Strongly	30.3%	40.0%	23.3%	30.6%	55.2%	21.4%	34.0%	45.6%	26.9%	36.1%	61.8%	19.7%	18.0%	52.4%	20.2%	20.1%
Somewhat	17.5%	40.1%	13.8%	26.7%	12.3%	12.0%	15.6%	24.3%	19.0%	25.2%	29.1%	9.7%	6.0%	36.3%	9.2%	5.0%
PRO-CHOICE	43.5%	11.7%	53.3%	31.4%	24.5%	58.9%	42.4%	20.3%	51.8%	29.6%	9.1%	59.1%	64.6%	11.3%	58.8%	63.5%
Somewhat	11.9%	6.2%	10.7%	12.4%	12.5%	12.3%	15.6%	11.0%	10.3%	11.2%	1.5%	12.4%	24.5%	1.9%	12.4%	24.0%
Strongly	31.6%	5.4%	42.6%	19.0%	12.0%	46.6%	26.8%	9.3%	41.6%	18.3%	7.6%	46.7%	40.2%	9.5%	46.5%	39.5%
DK/REFUSED	8.7%	8.2%	9.6%	11.3%	8.0%	7.7%	8.0%	9.7%	2.3%	9.1%	-	11.5%	11.4%	-	11.7%	11.4%
Net Diff.	4.3%	68.5%	-16.2%	25.9%	43.0%	-25.5%	7.2%	49.6%	-5.9%	31.7%	81.8%	-29.7%	-40.6%	77.3%	-29.4%	-38.4%
Mean	2.51	3.25	2.20	2.78	3.20	2.09	2.62	3.18	2.32	2.87	3.45	2.03	2.02	3.32	2.03	2.06

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
PRO-LIFE	47.8%	77.4%	64.5%	20.2%	23.0%	17.7%	34.6%	71.7%	68.1%	74.7%	78.9%	25.9%	22.2%	82.3%	16.9%	42.0%	61.4%	13.8%	40.8%	79.5%
Strongly	30.3%	55.6%	34.6%	13.4%	18.8%	8.6%	21.4%	45.1%	27.3%	59.6%	31.0%	17.2%	9.0%	45.9%	11.2%	28.8%	44.4%	11.4%	26.8%	47.3%
Somewhat	17.5%	21.9%	29.9%	6.8%	4.2%	9.1%	13.2%	26.6%	40.8%	15.2%	48.0%	8.7%	13.2%	36.4%	5.7%	13.2%	17.0%	2.4%	14.0%	32.3%
PRO-CHOICE	43.5%	19.4%	16.2%	75.7%	72.5%	78.4%	52.4%	23.9%	26.7%	21.6%	21.1%	68.4%	61.5%	16.2%	79.9%	46.9%	31.5%	82.7%	48.5%	16.9%
Somewhat	11.9%	10.3%	8.5%	15.5%	15.8%	15.3%	18.4%	7.0%	8.4%	5.9%	3.0%	19.6%	13.3%	7.0%	13.2%	21.5%	6.9%	15.1%	14.4%	9.3%
Strongly	31.6%	9.1%	7.7%	60.1%	56.8%	63.1%	34.0%	16.9%	18.3%	15.8%	18.1%	48.8%	48.3%	9.1%	66.7%	25.4%	24.5%	67.5%	34.1%	7.6%
DK/REFUSED	8.7%	3.1%	19.3%	4.1%	4.5%	3.8%	13.0%	4.4%	5.3%	3.6%	-	5.7%	16.2%	1.5%	3.2%	11.0%	7.2%	3.5%	10.6%	3.6%
Net Diff.	4.3%	58.0%	48.3%	-55.4%	-49.5%	-60.7%	-17.8%	47.9%	41.4%	53.1%	57.9%	-42.5%	-39.3%	66.1%	-63.0%	-4.9%	29.9%	-68.9%	-7.7%	62.6%
Mean	2.51	3.28	3.13	1.72	1.84	1.62	2.25	3.04	2.81	3.23	2.92	1.94	1.80	3.21	1.60	2.51	2.87	1.56	2.38	3.24

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
PRO-LIFE	47.8%	23.5%	27.4%	54.6%	23.9%	26.3%	54.4%	71.4%	25.3%	43.4%	50.6%	47.3%	56.9%	35.3%	59.6%	45.3%	55.0%	26.6%	78.3%	34.8%
Strongly	30.3%	14.1%	15.1%	40.5%	14.6%	15.5%	38.9%	43.0%	18.1%	32.6%	38.4%	28.5%	41.1%	14.7%	40.6%	12.2%	41.4%	17.0%	55.2%	13.4%
Somewhat	17.5%	9.4%	12.4%	14.1%	9.3%	10.8%	15.5%	28.4%	7.2%	10.8%	12.2%	18.8%	15.9%	20.6%	19.0%	33.1%	13.6%	9.6%	23.0%	21.5%
PRO-CHOICE	43.5%	71.9%	56.9%	39.4%	71.4%	57.6%	39.6%	20.3%	65.6%	52.3%	38.2%	45.7%	35.3%	57.9%	33.2%	47.4%	36.7%	67.1%	17.3%	57.8%
Somewhat	11.9%	15.9%	23.0%	1.3%	16.5%	22.8%	-	11.1%	12.7%	3.9%	11.4%	12.3%	9.6%	16.2%	7.8%	16.5%	10.9%	15.9%	9.8%	12.9%
Strongly	31.6%	56.0%	33.9%	38.1%	54.9%	34.9%	39.6%	9.2%	52.9%	48.4%	26.8%	33.4%	25.7%	41.7%	25.4%	30.9%	25.8%	51.2%	7.4%	44.8%
DK/REFUSED	8.7%	4.5%	15.7%	5.9%	4.7%	16.1%	6.0%	8.3%	9.1%	4.4%	11.2%	7.0%	7.8%	6.8%	7.2%	7.3%	8.2%	6.3%	4.4%	7.4%
Net Diff.	4.3%	-48.4%	-29.4%	15.2%	-47.5%	-31.3%	14.9%	51.1%	-40.3%	-8.9%	12.4%	1.6%	21.7%	-22.6%	26.4%	-2.1%	18.3%	-40.5%	61.0%	-22.9%
Mean	2.51	1.81	2.10	2.61	1.83	2.08	2.57	3.15	1.90	2.29	2.70	2.46	2.78	2.09	2.81	2.29	2.77	1.92	3.32	2.04



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
PRO-LIFE	47.8%	35.7%	36.5%	33.7%	39.8%	49.9%	39.5%	50.6%	48.4%	49.1%	35.2%	58.7%	54.2%	37.2%	28.2%	35.5%	28.6%	50.6%	43.0%	58.1%	44.4%	
Strongly	30.3%	27.0%	17.2%	25.4%	19.1%	29.6%	28.6%	26.7%	29.6%	32.6%	28.1%	35.1%	37.7%	21.7%	21.5%	20.0%	21.9%	34.7%	21.6%	34.2%	19.3%	
Somewhat	17.5%	8.7%	19.2%	8.4%	20.7%	20.3%	10.9%	23.9%	18.8%	16.5%	7.2%	23.6%	16.5%	15.4%	6.6%	15.5%	6.7%	16.0%	21.3%	23.9%	25.1%	
PRO-CHOICE	43.5%	53.1%	58.1%	54.7%	54.8%	44.3%	50.1%	41.7%	44.5%	47.1%	52.8%	36.7%	37.8%	55.3%	59.4%	56.6%	58.8%	40.0%	52.2%	34.2%	48.2%	
Somewhat	11.9%	9.4%	22.0%	9.7%	21.6%	14.6%	9.9%	10.5%	11.9%	18.8%	8.9%	13.5%	8.7%	16.0%	10.8%	15.8%	11.0%	11.8%	12.9%	9.8%	12.3%	
Strongly	31.6%	43.7%	36.1%	45.0%	33.2%	29.7%	40.2%	31.2%	32.6%	28.2%	43.9%	23.2%	29.1%	39.3%	48.6%	40.8%	47.8%	28.2%	39.2%	24.4%	35.9%	
DK/REFUSED	8.7%	11.2%	5.4%	11.6%	5.5%	5.8%	10.4%	7.7%	7.2%	3.9%	12.0%	4.6%	8.0%	7.6%	12.4%	7.9%	12.6%	9.4%	4.8%	7.7%	7.3%	
Net Diff.	4.3%	-17.4%	-21.6%	-21.0%	-15.0%	5.6%	-10.5%	8.9%	3.9%	2.0%	-17.5%	21.9%	16.4%	-18.1%	-31.3%	-21.1%	-30.2%	10.7%	-9.2%	23.9%	-3.8%	
Mean	2.51	2.21	2.19	2.16	2.27	2.53	2.31	2.50	2.49	2.56	2.22	2.74	2.68	2.21	2.01	2.16	2.03	2.63	2.27	2.74	2.30	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
PRO-LIFE	47.8%	44.3%	42.1%	60.5%	58.7%	39.9%	18.9%	38.1%	19.4%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-
Strongly	30.3%	35.1%	23.1%	40.8%	29.0%	28.0%	10.1%	26.5%	11.0%	63.3%	-	55.5%	-	70.7%	-	61.1%	-	68.0%	-	68.0%	-
Somewhat	17.5%	9.2%	18.9%	19.8%	29.7%	11.9%	8.8%	11.6%	8.5%	36.7%	-	44.5%	-	29.3%	-	38.9%	-	32.0%	-	32.0%	-
PRO-CHOICE	43.5%	44.9%	54.7%	32.3%	38.4%	48.4%	73.1%	49.8%	72.3%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
Somewhat	11.9%	13.4%	13.3%	12.6%	9.3%	10.8%	18.2%	11.1%	17.7%	-	27.3%	-	27.3%	-	27.4%	-	32.4%	-	23.4%	-	23.2%
Strongly	31.6%	31.5%	41.3%	19.7%	29.1%	37.5%	54.9%	38.7%	54.7%	-	72.7%	-	72.7%	-	72.6%	-	67.6%	-	76.6%	-	76.8%
DK/REFUSED	8.7%	10.8%	3.2%	7.2%	2.8%	11.8%	7.9%	12.1%	8.2%	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	4.3%	-0.6%	-12.6%	28.3%	20.3%	-8.5%	-54.2%	-11.7%	-52.9%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%
Mean	2.51	2.54	2.25	2.88	2.60	2.34	1.72	2.30	1.74	3.63	1.27	3.55	1.27	3.71	1.27	3.61	1.32	3.68	1.23	3.68	1.23

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
PRO-LIFE	47.8%	77.5%	84.2%	90.0%	70.7%	14.7%	20.6%	16.7%	10.1%	73.1%	22.7%	82.1%	9.8%	82.1%	17.1%	67.5%	12.6%	65.6%	12.5%
Strongly	30.3%	50.7%	75.5%	72.6%	32.8%	7.5%	6.5%	16.7%	6.6%	42.4%	6.8%	59.1%	8.0%	51.4%	8.9%	48.9%	6.1%	47.1%	6.4%
Somewhat	17.5%	26.9%	8.7%	17.3%	37.8%	7.2%	14.2%	-	3.5%	30.7%	15.8%	23.0%	1.8%	30.7%	8.2%	18.6%	6.5%	18.5%	6.1%
PRO-CHOICE	43.5%	13.0%	7.1%	8.2%	17.2%	79.5%	75.7%	83.3%	81.5%	16.0%	72.3%	10.0%	83.9%	7.8%	79.7%	24.7%	79.4%	26.1%	79.1%
Somewhat	11.9%	5.6%	3.0%	3.4%	7.5%	17.9%	29.1%	13.4%	10.8%	6.7%	17.0%	4.5%	18.5%	4.0%	21.2%	9.2%	15.2%	9.7%	14.7%
Strongly	31.6%	7.4%	4.1%	4.8%	9.7%	61.5%	46.6%	69.9%	70.7%	9.3%	55.3%	5.5%	65.4%	3.8%	58.5%	15.5%	64.2%	16.4%	64.4%
DK/REFUSED	8.7%	9.4%	8.7%	1.8%	12.2%	5.8%	3.6%	-	8.4%	10.9%	5.0%	7.9%	6.3%	10.2%	3.1%	7.8%	8.0%	8.3%	8.4%
Net Diff.	4.3%	64.5%	77.1%	81.8%	53.5%	-64.8%	-55.1%	-66.5%	-71.4%	57.0%	-49.6%	72.1%	-74.2%	74.3%	-62.6%	42.8%	-66.8%	39.4%	-66.5%
Mean	2.51	3.33	3.70	3.61	3.07	1.58	1.80	1.64	1.41	3.19	1.73	3.47	1.49	3.44	1.67	3.09	1.50	3.05	1.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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
Total	300	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
PRO-LIFE	47.8%	59.2%	33.4%	32.7%	60.3%	90.0%	22.7%	61.6%	42.4%	42.6%	43.3%	-	-	57.5%	25.6%	24.1%	86.7%	100.0%	24.9%
Strongly	30.3%	36.2%	22.7%	22.2%	55.1%	-	-	29.9%	28.4%	28.0%	43.3%	-	-	40.8%	17.8%	17.2%	73.5%	-	-
Somewhat	17.5%	23.0%	10.7%	10.5%	5.2%	90.0%	22.7%	31.7%	14.0%	14.6%	-	-	-	16.7%	7.9%	6.9%	13.3%	100.0%	24.9%
PRO-CHOICE	43.5%	33.6%	56.0%	56.3%	39.7%	-	69.4%	28.8%	47.4%	47.2%	56.7%	-	11.8%	37.1%	63.4%	64.4%	13.3%	-	75.1%
Somewhat	11.9%	10.9%	13.1%	13.1%	9.0%	-	25.6%	8.3%	12.4%	12.3%	14.8%	-	11.8%	12.7%	13.7%	13.7%	-	-	26.9%
Strongly	31.6%	22.7%	42.9%	43.3%	30.7%	-	43.8%	20.5%	35.0%	34.8%	42.0%	-	-	24.3%	49.7%	50.7%	13.3%	-	48.1%
DK/REFUSED	8.7%	7.2%	10.6%	11.0%	-	10.0%	7.9%	9.6%	10.2%	10.3%	-	100.0%	88.2%	5.5%	11.0%	11.6%	-	-	-
Net Diff.	4.3%	25.6%	-22.5%	-23.6%	20.5%	90.0%	-46.7%	32.7%	-4.9%	-4.6%	-13.5%	-	-11.8%	20.4%	-37.8%	-40.3%	73.5%	100.0%	-50.1%
Mean	2.51	2.78	2.15	2.13	2.85	3.00	1.77	2.78	2.40	2.40	2.45	-	2.00	2.78	1.93	1.89	3.47	3.00	1.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
PRO-LIFE	47.8%	49.4%	44.8%	39.7%	49.6%	53.1%	46.6%	48.1%	42.6%	51.6%	45.3%	53.1%	46.9%	53.9%	47.4%	56.7%	51.0%	56.2%
Strongly	30.3%	17.7%	23.8%	23.8%	31.6%	39.0%	21.4%	32.2%	22.8%	35.7%	26.2%	39.0%	20.7%	31.1%	24.9%	32.5%	25.9%	36.7%
Somewhat	17.5%	31.7%	21.1%	15.9%	18.0%	14.1%	25.2%	15.9%	19.9%	15.9%	19.2%	14.1%	26.2%	22.8%	22.4%	24.2%	25.1%	19.5%
PRO-CHOICE	43.5%	39.0%	39.9%	52.2%	39.7%	42.1%	39.6%	44.3%	46.9%	41.0%	44.1%	42.1%	37.6%	37.6%	40.3%	35.4%	37.5%	37.8%
Somewhat	11.9%	19.7%	14.2%	15.7%	12.9%	5.6%	16.3%	10.9%	16.0%	8.9%	14.8%	5.6%	14.8%	9.0%	11.7%	8.9%	11.3%	7.4%
Strongly	31.6%	19.4%	25.7%	36.5%	26.9%	36.4%	23.2%	33.5%	30.9%	32.2%	29.4%	36.4%	22.8%	28.5%	28.6%	26.5%	26.2%	30.3%
DK/REFUSED	8.7%	11.5%	15.3%	8.1%	10.6%	4.8%	13.8%	7.6%	10.5%	7.4%	10.5%	4.8%	15.4%	8.5%	12.3%	7.9%	11.5%	6.0%
Net Diff.	4.3%	10.4%	5.0%	-12.5%	9.9%	11.0%	7.1%	3.7%	-4.2%	10.5%	1.2%	11.0%	9.3%	16.3%	7.1%	21.3%	13.5%	18.4%
Mean	2.51	2.54	2.51	2.29	2.61	2.58	2.52	2.51	2.39	2.59	2.47	2.58	2.53	2.62	2.50	2.68	2.57	2.67

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
PRO-LIFE	47.8%	46.4%	43.6%	38.5%	47.8%	40.6%	51.0%	52.5%	44.1%	42.8%	44.0%	56.7%	56.2%	60.1%	41.3%	40.9%	46.8%
Strongly	30.3%	22.0%	33.0%	20.9%	38.0%	26.3%	40.5%	29.1%	31.2%	29.3%	25.1%	36.8%	5.9%	40.4%	28.4%	26.3%	31.6%
Somewhat	17.5%	24.4%	10.6%	17.6%	9.8%	14.2%	10.5%	23.4%	12.9%	13.5%	18.9%	19.9%	50.2%	19.7%	12.9%	14.6%	15.2%
PRO-CHOICE	43.5%	41.3%	49.5%	52.6%	45.1%	49.7%	45.0%	37.7%	48.1%	48.2%	51.2%	30.7%	9.2%	32.7%	41.1%	49.9%	49.2%
Somewhat	11.9%	17.7%	12.3%	19.7%	8.8%	17.7%	4.4%	10.3%	13.2%	10.1%	16.8%	8.5%	1.2%	6.1%	12.7%	21.5%	10.8%
Strongly	31.6%	23.6%	37.2%	32.9%	36.3%	32.0%	40.6%	27.4%	34.9%	38.1%	34.4%	22.2%	8.0%	26.6%	28.4%	28.4%	38.4%
DK/REFUSED	8.7%	12.3%	6.9%	8.9%	7.1%	9.8%	4.0%	9.8%	7.8%	9.0%	4.8%	12.6%	34.7%	7.2%	17.6%	9.2%	4.0%
Net Diff.	4.3%	5.1%	-5.8%	-14.0%	2.7%	-9.1%	5.9%	14.8%	-4.0%	-5.4%	-7.2%	26.1%	47.0%	27.4%	0.1%	-8.9%	-2.4%
Mean	2.51	2.51	2.42	2.29	2.53	2.39	2.53	2.60	2.44	2.37	2.36	2.82	2.83	2.80	2.50	2.43	2.42

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
PRO-LIFE	47.8%	46.9%	56.0%	57.7%	40.8%	40.8%	32.1%	81.9%	78.2%	95.9%	10.1%	42.1%	82.3%	26.2%	
Strongly	30.3%	23.4%	42.6%	45.7%	29.3%	21.4%	10.5%	56.3%	50.6%	77.2%	10.1%	27.1%	59.5%	14.4%	
Somewhat	17.5%	23.4%	13.4%	11.9%	11.5%	19.4%	21.6%	25.6%	27.5%	18.6%	-	14.9%	22.8%	11.9%	
PRO-CHOICE	43.5%	37.0%	38.5%	35.9%	53.8%	56.9%	41.9%	18.1%	21.8%	4.1%	89.9%	55.7%	17.7%	70.6%	
Somewhat	11.9%	13.0%	12.9%	8.9%	16.1%	7.7%	17.0%	12.2%	15.4%	-	77.4%	7.3%	3.1%	8.9%	
Strongly	31.6%	24.0%	25.6%	27.0%	37.7%	49.2%	24.9%	5.9%	6.4%	4.1%	12.5%	48.3%	14.6%	61.7%	
DK/REFUSED	8.7%	16.2%	5.5%	6.4%	5.4%	2.4%	26.0%	-	-	-	-	2.3%	-	3.2%	
Net Diff.	4.3%	9.9%	17.4%	21.8%	-13.0%	-16.1%	-9.8%	63.9%	56.3%	91.7%	-79.8%	-13.6%	64.6%	-44.4%	
Mean	2.51	2.55	2.77	2.82	2.34	2.13	2.24	3.32	3.22	3.69	2.08	2.21	3.27	1.78	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
PRO-LIFE	46.9%	40.1%	47.8%	57.2%	44.2%	47.2%	45.8%	42.0%	58.1%	69.0%	69.5%	49.4%	25.7%	25.8%	22.9%	45.5%
Shouldn't Be Legal	11.6%	11.1%	7.9%	17.5%	10.9%	11.9%	10.6%	7.1%	22.2%	19.9%	20.3%	5.4%	5.7%	5.9%	-	-
Protect Mother's Life	8.6%	2.3%	9.7%	12.7%	8.5%	7.8%	11.6%	13.8%	4.2%	10.5%	10.6%	6.6%	7.0%	7.2%	-	7.0%
Case of Incest/Rape	26.7%	26.7%	30.1%	27.0%	24.8%	27.5%	23.6%	21.1%	31.7%	38.6%	38.7%	37.5%	13.0%	12.7%	22.9%	38.5%
PRO-CHOICE	43.1%	46.3%	43.4%	33.1%	46.4%	42.7%	44.3%	45.4%	40.7%	22.0%	21.6%	37.0%	62.6%	62.2%	75.6%	47.7%
During 1st Trimester	16.3%	23.0%	16.3%	9.2%	16.9%	17.7%	10.8%	10.5%	11.8%	18.0%	17.9%	19.2%	13.1%	13.3%	5.6%	25.0%
Until 20th Week	4.1%	13.3%	3.1%	2.4%	1.6%	4.6%	2.1%	2.1%	1.9%	0.6%	0.4%	8.0%	8.0%	8.2%	-	1.1%
Legal:All Circumstance	22.7%	9.9%	24.0%	21.5%	27.8%	20.4%	31.5%	32.8%	27.0%	3.5%	3.3%	9.8%	41.5%	40.7%	70.0%	21.6%
DK/REFUSED	10.1%	13.6%	8.8%	9.7%	9.4%	10.1%	9.9%	12.6%	1.2%	9.0%	8.9%	13.5%	11.7%	12.0%	1.6%	6.7%
Net Diff.	3.8%	-6.2%	4.5%	24.1%	-2.1%	4.5%	1.5%	-3.4%	17.3%	46.9%	47.9%	12.4%	-36.8%	-36.4%	-52.7%	-2.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
PRO-LIFE	46.9%	56.0%	14.6%	55.3%	45.2%	29.6%	65.8%	55.3%	45.8%	51.3%	0.4%	43.9%	51.6%
Shouldn't Be Legal	11.6%	16.3%	1.4%	12.2%	11.5%	8.7%	26.9%	12.2%	9.8%	30.5%	-	13.9%	12.7%
Protect Mother's Life	8.6%	7.1%	7.7%	7.7%	9.4%	11.5%	14.4%	4.2%	8.7%	-	0.4%	10.9%	8.8%
Case of Incest/Rape	26.7%	32.6%	5.6%	35.4%	24.3%	9.3%	24.5%	39.0%	27.4%	20.8%	-	19.1%	30.1%
PRO-CHOICE	43.1%	25.0%	77.8%	37.5%	45.3%	65.6%	19.9%	35.3%	42.5%	46.0%	54.8%	44.3%	40.1%
During 1st Trimester	16.3%	20.3%	23.4%	18.3%	13.6%	19.6%	13.3%	17.8%	14.8%	20.5%	1.2%	16.7%	19.9%
Until 20th Week	4.1%	0.1%	9.8%	3.2%	4.7%	4.3%	1.7%	1.9%	5.5%	-	-	3.3%	3.1%
Legal:All Circumstance	22.7%	4.6%	44.6%	16.0%	27.0%	41.8%	4.9%	15.5%	22.2%	25.5%	53.6%	24.3%	17.0%
DK/REFUSED	10.1%	19.0%	7.6%	7.2%	9.5%	4.8%	14.3%	9.4%	11.6%	2.7%	44.9%	11.8%	8.3%
Net Diff.	3.8%	31.0%	-63.1%	17.8%	-0.1%	-36.0%	45.9%	20.0%	3.3%	5.3%	-54.4%	-0.5%	11.6%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
PRO-LIFE	46.9%	51.3%	28.3%	52.5%	44.2%	44.7%	32.1%	66.9%	70.1%	70.4%	55.4%	24.0%	23.9%	28.7%	44.9%
Shouldn't Be Legal	11.6%	15.2%	8.1%	10.2%	8.8%	1.9%	16.2%	8.5%	19.3%	19.7%	-	5.6%	5.7%	-	-
Protect Mother's Life	8.6%	4.6%	9.8%	12.5%	15.7%	11.9%	-	8.5%	10.3%	10.5%	-	6.1%	6.1%	10.3%	13.5%
Case of Incest/Rape	26.7%	31.5%	10.4%	29.9%	19.7%	30.9%	15.9%	49.8%	40.5%	40.2%	55.4%	12.2%	12.1%	18.4%	31.4%
PRO-CHOICE	43.1%	37.2%	59.5%	38.7%	53.2%	40.1%	57.7%	22.0%	21.3%	21.4%	15.6%	64.4%	64.4%	69.2%	46.0%
During 1st Trimester	16.3%	20.0%	18.5%	11.2%	14.8%	10.8%	19.1%	3.2%	18.2%	18.5%	5.2%	13.8%	13.1%	58.8%	19.7%
Until 20th Week	4.1%	3.5%	5.7%	5.3%	5.6%	-	-	0.8%	0.6%	0.4%	8.9%	8.0%	8.2%	-	1.1%
Legal:All Circumstance	22.7%	13.6%	35.3%	22.3%	32.8%	29.3%	38.6%	17.9%	2.5%	2.5%	1.5%	42.6%	43.1%	10.3%	25.2%
DK/REFUSED	10.1%	11.5%	12.2%	8.7%	2.6%	15.1%	10.2%	11.1%	8.7%	8.2%	29.0%	11.6%	11.7%	2.2%	9.1%
Net Diff.	3.8%	14.1%	-31.2%	13.8%	-9.0%	4.6%	-25.5%	44.9%	48.8%	49.0%	39.8%	-40.5%	-40.5%	-40.5%	-1.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 SENATE BALLOT						FAVOR-UNDE- ABLE-CIDED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
PRO-LIFE	46.9%	67.1%	67.0%	69.4%	27.3%	27.3%	26.4%	55.9%	56.2%	44.2%
Shouldn't Be Legal	11.6%	18.1%	17.0%	45.2%	6.2%	6.3%	3.1%	10.0%	16.6%	-
Protect Mother's Life	8.6%	10.7%	10.9%	4.5%	7.0%	6.4%	23.3%	6.9%	8.3%	1.1%
Case of Incest/Rape	26.7%	38.3%	39.1%	19.7%	14.1%	14.6%	-	38.9%	31.3%	43.1%
PRO-CHOICE	43.1%	24.2%	23.9%	30.6%	61.9%	62.1%	57.8%	32.1%	21.5%	43.3%
During 1st Trimester	16.3%	19.8%	19.6%	24.7%	13.8%	13.6%	18.4%	12.8%	20.9%	16.1%
Until 20th Week	4.1%	1.5%	1.3%	5.9%	7.0%	7.3%	-	0.8%	0.1%	1.5%
Legal:All Circumstance	22.7%	2.9%	3.0%	-	41.1%	41.1%	39.5%	18.5%	0.6%	25.8%
DK/REFUSED	10.1%	8.8%	9.1%	-	10.8%	10.6%	15.8%	12.0%	22.2%	12.5%
Net Diff.	3.8%	42.9%	43.1%	38.7%	-34.6%	-34.8%	-31.5%	23.7%	34.7%	0.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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

	REGISTERED PARTY																REPUBLICAN	DEMOCRATIC	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	SUPPRT	OPPOSE						
Total	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
PRO-LIFE	46.9%	42.9%	56.0%	38.9%	52.1%	56.2%	36.6%	49.9%	28.7%	34.4%	68.9%	69.6%	62.7%	45.4%	62.7%	68.6%	32.9%	57.4%	54.8%	67.9%	91.8%	
Shouldn't Be Legal	11.6%	8.8%	19.8%	5.3%	15.6%	15.1%	7.1%	12.1%	6.4%	6.6%	22.4%	20.9%	15.3%	11.0%	15.3%	26.0%	6.8%	10.1%	7.2%	43.5%	-	
Protect Mother's Life	8.6%	5.1%	14.4%	6.9%	8.9%	9.4%	7.5%	9.1%	2.3%	7.1%	10.9%	9.7%	14.4%	7.9%	14.4%	10.4%	7.6%	9.2%	9.5%	10.7%	-	
Case of Incest/Rape	26.7%	29.0%	21.9%	26.7%	27.7%	31.7%	21.9%	28.7%	20.0%	20.8%	35.7%	39.0%	33.0%	26.5%	33.0%	32.1%	18.6%	38.1%	38.1%	13.6%	91.8%	
PRO-CHOICE	43.1%	50.2%	29.9%	55.5%	36.3%	37.1%	53.4%	41.0%	59.9%	55.8%	23.0%	19.9%	34.8%	44.5%	34.8%	22.9%	55.5%	34.3%	36.0%	30.3%	5.4%	
During 1st Trimester	16.3%	20.1%	8.1%	22.1%	12.5%	14.6%	19.1%	17.6%	13.7%	16.4%	16.7%	14.4%	25.6%	15.8%	25.6%	14.2%	14.9%	20.4%	21.8%	15.6%	-	
Until 20th Week	4.1%	5.3%	1.8%	5.6%	2.9%	4.3%	4.5%	3.2%	9.1%	6.6%	*	*	-	4.5%	-	1.5%	5.7%	2.9%	2.7%	4.3%	4.8%	
Legal:All Circumstance	22.7%	24.8%	19.9%	27.8%	20.9%	18.2%	29.8%	20.2%	37.2%	32.8%	6.3%	5.4%	9.2%	24.2%	9.2%	7.2%	34.9%	11.0%	11.5%	10.4%	0.5%	
DK/REFUSED	10.1%	6.9%	14.1%	5.6%	11.6%	6.7%	10.0%	9.2%	11.4%	9.8%	8.0%	10.5%	2.5%	10.0%	2.5%	8.5%	11.6%	8.3%	9.2%	1.8%	2.8%	
Net Diff.	3.8%	-7.4%	26.2%	-16.6%	15.8%	19.1%	-16.9%	8.9%	-31.2%	-21.3%	45.9%	49.7%	27.9%	0.9%	27.9%	45.6%	-22.6%	23.1%	18.7%	37.6%	86.5%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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		
		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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
PRO-LIFE	46.9%	72.1%	34.9%	70.0%	65.6%	31.6%	44.8%	67.6%	40.9%	63.4%	74.1%	29.2%	35.0%	67.8%	29.4%	39.2%
Shouldn't Be Legal	11.6%	26.0%	9.4%	8.2%	26.1%	5.1%	11.9%	22.9%	2.6%	10.4%	42.4%	8.9%	8.7%	28.3%	9.1%	9.7%
Protect Mother's Life	8.6%	7.6%	6.1%	8.3%	12.7%	8.5%	10.1%	12.5%	7.0%	10.1%	-	7.8%	6.0%	-	7.6%	6.7%
Case of Incest/Rape	26.7%	38.5%	19.5%	53.5%	26.8%	18.0%	22.8%	32.2%	31.3%	43.0%	31.7%	12.5%	20.4%	39.5%	12.7%	22.8%
PRO-CHOICE	43.1%	19.5%	53.7%	24.9%	25.8%	56.7%	43.7%	25.2%	51.0%	28.0%	10.4%	57.5%	58.0%	13.0%	57.1%	54.3%
During 1st Trimester	16.3%	16.7%	12.3%	13.6%	12.2%	16.6%	27.1%	16.9%	22.4%	18.0%	-	11.1%	28.9%	-	11.0%	21.6%
Until 20th Week	4.1%	2.5%	5.6%	2.8%	0.7%	5.8%	3.1%	1.8%	8.0%	3.6%	-	4.6%	-	-	4.4%	-
Legal:All Circumstance	22.7%	0.4%	35.8%	8.5%	12.9%	34.3%	13.5%	6.6%	20.6%	6.4%	10.4%	41.8%	29.2%	13.0%	41.6%	32.7%
DK/REFUSED	10.1%	8.3%	11.3%	5.1%	8.7%	11.8%	11.5%	7.2%	8.2%	8.5%	15.4%	13.3%	6.9%	19.2%	13.6%	6.5%
Net Diff.	3.8%	52.6%	-18.8%	45.1%	39.8%	-25.1%	1.1%	42.4%	-10.1%	35.4%	63.7%	-28.3%	-23.0%	54.8%	-27.7%	-15.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORT- TER	TRADIT- IONAL REPUBLIC.	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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89	
PRO-LIFE	46.9%	70.9%	67.3%	22.4%	32.0%	13.9%	38.7%	65.0%	62.6%	67.1%	74.1%	28.5%	39.2%	70.0%	18.9%	38.4%	60.2%	17.8%	45.6%	72.6%	
Shouldn't Be Legal	11.6%	27.6%	26.9%	8.6%	18.2%	-	5.0%	18.8%	13.4%	23.3%	4.2%	9.3%	6.3%	17.8%	8.2%	4.2%	19.8%	8.3%	%	18.8%	
Protect Mother's Life	8.6%	14.1%	2.9%	0.6%	0.6%	0.6%	10.7%	12.1%	11.3%	12.8%	14.8%	1.7%	3.9%	11.8%	-	14.8%	12.4%	0.7%	11.2%	12.5%	
Case of Incest/Rape	26.7%	29.2%	37.5%	13.3%	13.2%	13.3%	23.0%	34.1%	37.9%	31.0%	55.1%	17.6%	29.0%	40.4%	10.8%	19.4%	27.9%	8.8%	34.4%	41.4%	
PRO-CHOICE	43.1%	22.6%	23.5%	72.1%	63.8%	79.5%	47.2%	26.3%	30.0%	23.4%	25.4%	62.8%	51.5%	21.6%	77.5%	44.6%	31.0%	78.2%	43.2%	20.0%	
During 1st Trimester	16.3%	15.4%	14.3%	13.8%	4.5%	22.1%	23.0%	12.0%	15.1%	9.5%	19.8%	1.5%	21.2%	13.7%	21.0%	24.1%	10.4%	20.4%	30.6%	13.2%	
Until 20th Week	4.1%	0.5%	2.5%	8.9%	1.4%	15.7%	5.6%	1.6%	0.5%	2.4%	-	4.3%	7.5%	3.1%	11.7%	4.4%	-	17.2%	5.3%	1.1%	
Legal:All Circumstance	22.7%	6.7%	6.6%	49.3%	57.9%	41.7%	18.7%	12.7%	14.4%	11.4%	5.6%	57.0%	22.9%	4.7%	44.8%	16.1%	20.6%	40.6%	7.2%	5.7%	
DK/REFUSED	10.1%	6.5%	9.3%	5.5%	4.2%	6.6%	14.1%	8.6%	7.5%	9.6%	0.6%	8.7%	9.3%	8.4%	3.6%	17.0%	8.8%	3.9%	11.2%	7.4%	
Net Diff.	3.8%	48.3%	43.8%	-49.6%	-31.8%	-65.6%	-8.5%	38.7%	32.6%	43.7%	48.7%	-34.2%	-12.3%	48.4%	-58.6%	-6.2%	29.2%	-60.4%	2.5%	52.6%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
PRO-LIFE	46.9%	25.4%	30.8%	48.3%	26.4%	30.4%	47.5%	70.0%	24.8%	46.0%	57.3%	44.6%	57.4%	29.9%	60.9%	40.8%	54.9%	20.4%	75.7%	31.8%
Shouldn't Be Legal	11.6%	8.9%	10.3%	19.2%	9.2%	10.6%	15.5%	18.1%	5.6%	-	21.1%	9.8%	15.8%	6.2%	16.9%	5.3%	15.0%	7.0%	17.7%	3.8%
Protect Mother's Life	8.6%	0.5%	10.2%	11.5%	0.6%	9.3%	12.6%	9.9%	7.3%	12.9%	5.3%	9.5%	12.6%	3.8%	10.1%	5.3%	14.4%	2.4%	14.3%	5.4%
Case of Incest/Rape	26.7%	16.0%	10.3%	17.7%	16.6%	10.6%	19.4%	42.1%	11.9%	33.1%	30.9%	25.3%	29.0%	20.0%	33.9%	30.2%	25.5%	11.0%	43.6%	22.5%
PRO-CHOICE	43.1%	68.1%	51.8%	40.4%	66.9%	51.7%	40.7%	21.0%	64.2%	45.7%	36.1%	45.3%	32.4%	64.2%	31.5%	56.4%	32.9%	71.0%	15.1%	65.0%
During 1st Trimester	16.3%	9.3%	14.5%	8.9%	8.8%	14.2%	6.0%	17.5%	15.3%	4.2%	18.1%	16.0%	8.6%	32.2%	7.7%	28.0%	9.2%	36.0%	9.6%	33.8%
Until 20th Week	4.1%	3.8%	5.8%	2.6%	4.0%	5.1%	2.9%	0.7%	7.3%	5.8%	6.0%	3.8%	1.8%	7.4%	4.3%	5.3%	-	9.2%	-	10.4%
Legal:All Circumstance	22.7%	55.0%	31.5%	28.9%	54.1%	32.4%	31.8%	2.8%	41.6%	35.7%	12.1%	25.5%	22.0%	24.6%	19.6%	23.1%	23.8%	25.9%	5.4%	20.8%
DK/REFUSED	10.1%	6.5%	17.4%	11.3%	6.7%	17.9%	11.8%	8.9%	10.9%	8.3%	6.6%	10.1%	10.3%	5.9%	7.6%	2.8%	12.2%	8.5%	9.3%	3.2%
Net Diff.	3.8%	-42.6%	-21.0%	7.9%	-40.5%	-21.3%	6.9%	49.0%	-39.4%	0.3%	21.2%	-0.6%	25.0%	-34.3%	29.3%	-15.6%	21.9%	-50.6%	60.6%	-33.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
PRO-LIFE	46.9%	39.2%	26.7%	37.4%	29.6%	50.7%	38.6%	57.1%	41.6%	44.0%	37.2%	63.1%	44.0%	32.8%	34.6%	31.1%	35.2%	50.3%	38.9%	59.3%	38.2%
Shouldn't Be Legal	11.6%	13.9%	10.4%	11.9%	11.6%	14.0%	7.8%	15.6%	5.3%	12.3%	9.0%	12.3%	9.8%	16.4%	6.2%	14.2%	6.3%	12.8%	8.4%	12.4%	9.0%
Protect Mother's Life	8.6%	10.8%	0.7%	10.6%	0.8%	7.9%	10.5%	7.7%	5.6%	8.0%	12.9%	10.4%	10.8%	4.2%	10.3%	3.7%	10.4%	9.8%	5.9%	8.3%	5.6%
Case of Incest/Rape	26.7%	14.5%	15.6%	15.0%	17.3%	28.9%	20.4%	33.8%	30.8%	23.8%	15.4%	40.4%	23.4%	12.1%	18.1%	13.1%	18.4%	27.7%	24.6%	38.7%	23.6%
PRO-CHOICE	43.1%	49.5%	62.7%	51.0%	59.3%	40.2%	49.7%	37.7%	45.6%	42.9%	51.7%	28.6%	44.9%	57.1%	53.4%	58.2%	52.6%	39.8%	50.3%	33.3%	49.7%
During 1st Trimester	16.3%	7.5%	29.1%	7.7%	26.8%	17.0%	12.5%	14.8%	9.6%	19.4%	13.9%	16.6%	17.4%	17.4%	8.7%	16.2%	8.7%	14.8%	19.8%	10.8%	21.0%
Until 20th Week	4.1%	3.6%	1.7%	3.7%	0.8%	3.7%	5.6%	4.3%	4.9%	3.0%	5.9%	2.1%	10.2%	5.9%	1.9%	5.8%	2.0%	2.7%	5.8%	1.5%	9.4%
Legal:All Circumstance	22.7%	38.4%	32.0%	39.6%	31.7%	19.5%	31.7%	18.5%	31.2%	20.5%	31.9%	9.8%	17.2%	33.8%	42.8%	36.3%	42.0%	22.4%	24.6%	21.0%	19.3%
DK/REFUSED	10.1%	11.3%	10.5%	11.6%	11.1%	9.1%	11.6%	5.2%	12.8%	13.1%	11.1%	8.3%	11.2%	10.2%	12.0%	10.7%	12.2%	9.9%	10.9%	7.4%	12.2%
Net Diff.	3.8%	-10.3%	-36.0%	-13.6%	-29.7%	10.5%	-11.1%	19.5%	-4.0%	1.1%	-14.5%	34.5%	-0.9%	-24.3%	-18.8%	-27.1%	-17.5%	10.5%	-11.4%	26.1%	-11.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
PRO-LIFE	46.9%	42.6%	39.3%	58.4%	55.0%	41.5%	14.8%	39.8%	16.1%	76.1%	14.1%	74.8%	22.9%	77.2%	8.6%	80.1%	13.4%	67.4%	14.7%	66.2%	15.3%
Shouldn't Be Legal	11.6%	13.1%	8.0%	11.4%	11.8%	14.2%	3.3%	12.3%	3.6%	20.4%	1.9%	20.3%	2.9%	20.5%	1.3%	17.1%	-	28.0%	3.4%	25.2%	3.5%
Protect Mother's Life	8.6%	11.0%	6.1%	9.7%	9.2%	9.9%	1.0%	9.6%	1.1%	16.1%	1.6%	12.7%	1.2%	19.4%	1.9%	16.5%	0.4%	15.6%	2.6%	15.5%	2.7%
Case of Incest/Rape	26.7%	18.4%	25.2%	37.2%	34.0%	17.4%	10.5%	17.9%	11.4%	39.5%	10.5%	41.8%	18.8%	37.3%	5.5%	46.6%	13.0%	23.8%	8.8%	25.5%	9.1%
PRO-CHOICE	43.1%	45.4%	50.7%	32.1%	38.5%	48.2%	67.6%	49.7%	65.2%	13.3%	78.7%	16.2%	72.0%	10.5%	82.7%	9.9%	81.2%	20.3%	76.5%	20.6%	75.6%
During 1st Trimester	16.3%	18.2%	19.1%	22.5%	15.4%	6.1%	25.7%	6.3%	23.2%	7.0%	28.3%	8.9%	23.4%	5.3%	31.4%	7.3%	40.6%	5.9%	18.8%	5.2%	17.5%
Until 20th Week	4.1%	3.6%	3.5%	2.4%	6.2%	2.9%	5.3%	3.0%	5.0%	1.4%	7.8%	0.3%	10.4%	2.5%	6.2%	2.1%	9.4%	-	6.5%	-	6.3%
Legal:All Circumstance	22.7%	23.6%	28.1%	7.3%	16.9%	39.2%	36.6%	40.3%	37.0%	4.8%	42.5%	7.0%	38.3%	2.7%	45.1%	0.6%	31.2%	14.4%	51.2%	15.4%	51.7%
DK/REFUSED	10.1%	12.1%	10.0%	9.5%	6.5%	10.3%	17.6%	10.5%	18.7%	10.7%	7.3%	9.0%	5.1%	12.2%	8.6%	10.0%	5.4%	12.3%	8.7%	13.2%	9.1%
Net Diff.	3.8%	-2.8%	-11.4%	26.3%	16.4%	-6.7%	-52.8%	-9.8%	-49.1%	62.8%	-64.6%	58.6%	-49.1%	66.7%	-74.1%	70.2%	-67.8%	47.1%	-61.8%	45.6%	-60.3%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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						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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
PRO-LIFE	46.9%	57.8%	33.4%	33.0%	55.1%	-	22.7%	66.7%	39.2%	39.2%	43.3%	-	-	51.3%	28.3%	27.6%	73.5%	-	24.9%
Shouldn't Be Legal	11.6%	11.8%	11.4%	10.4%	55.1%	-	-	10.3%	15.1%	14.1%	43.3%	-	-	12.8%	8.2%	7.1%	73.5%	-	-
Protect Mother's Life	8.6%	9.9%	7.0%	7.0%	-	-	22.7%	9.8%	4.0%	4.2%	-	-	-	9.9%	9.6%	9.4%	-	-	24.9%
Case of Incest/Rape	26.7%	36.1%	14.9%	15.7%	-	-	-	46.5%	20.0%	20.9%	-	-	-	28.6%	10.5%	11.1%	-	-	-
PRO-CHOICE	43.1%	34.2%	54.0%	53.9%	44.9%	90.0%	68.3%	26.8%	49.4%	49.3%	56.7%	-	-	39.6%	57.9%	57.9%	26.5%	100.0%	75.1%
During 1st Trimester	16.3%	19.0%	12.5%	11.6%	5.2%	90.0%	68.3%	16.4%	10.2%	10.7%	-	-	-	20.9%	14.5%	12.4%	13.3%	100.0%	75.1%
Until 20th Week	4.1%	4.4%	3.7%	3.6%	9.0%	-	-	2.9%	5.5%	5.1%	14.8%	-	-	5.5%	2.1%	2.2%	-	-	-
Legal:All Circumstance	22.7%	10.8%	37.8%	38.7%	30.7%	-	-	7.5%	33.7%	33.5%	42.0%	-	-	13.2%	41.4%	43.3%	13.3%	-	-
DK/REFUSED	10.1%	8.0%	12.7%	13.1%	-	10.0%	9.0%	6.5%	11.4%	11.5%	-	100.0%	100.0%	9.1%	13.8%	14.5%	-	-	-
Net Diff.	3.8%	23.6%	-20.6%	-20.9%	10.1%	-90.0%	-45.6%	39.9%	-10.2%	-10.2%	-13.5%	-	-	11.7%	-29.6%	-30.3%	46.9%	-100%	-50.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
PRO-LIFE	46.9%	64.6%	56.5%	37.7%	42.4%	50.4%	59.7%	44.1%	47.0%	46.8%	45.3%	50.4%	73.0%	49.2%	52.4%	54.9%	54.8%	51.4%
Shouldn't Be Legal	11.6%	14.0%	16.4%	9.6%	11.1%	11.4%	15.5%	10.8%	12.1%	11.3%	11.7%	11.4%	12.5%	12.5%	9.3%	15.1%	10.4%	17.5%
Protect Mother's Life	8.6%	9.2%	5.3%	5.9%	8.5%	11.7%	6.8%	9.0%	6.3%	10.3%	7.1%	11.7%	3.4%	8.0%	5.0%	8.8%	8.3%	4.4%
Case of Incest/Rape	26.7%	41.5%	34.8%	22.2%	22.8%	27.3%	37.4%	24.4%	28.7%	25.3%	26.4%	27.3%	57.1%	28.7%	38.1%	31.0%	36.1%	29.5%
PRO-CHOICE	43.1%	33.7%	28.9%	51.7%	44.3%	42.5%	30.8%	45.8%	42.8%	43.3%	43.4%	42.5%	25.5%	40.5%	39.2%	36.3%	36.1%	41.0%
During 1st Trimester	16.3%	4.6%	11.2%	32.4%	15.9%	8.7%	8.7%	17.9%	22.3%	11.9%	19.9%	8.7%	3.0%	16.2%	21.4%	7.5%	16.2%	7.8%
Until 20th Week	4.1%	5.6%	4.3%	4.7%	4.1%	3.2%	4.8%	3.9%	4.7%	3.6%	4.5%	3.2%	8.4%	3.0%	5.4%	3.0%	4.5%	3.0%
Legal:All Circumstance	22.7%	23.5%	13.4%	14.6%	24.2%	30.6%	17.4%	23.9%	15.8%	27.7%	19.0%	30.6%	14.0%	21.2%	12.4%	25.8%	15.4%	30.3%
DK/REFUSED	10.1%	1.6%	14.6%	10.6%	13.3%	7.1%	9.5%	10.1%	10.2%	9.9%	11.4%	7.1%	1.5%	10.3%	8.4%	8.8%	9.0%	7.6%
Net Diff.	3.8%	30.9%	27.6%	-14.0%	-1.9%	7.9%	28.9%	-1.6%	4.2%	3.5%	1.9%	7.9%	47.6%	8.7%	13.3%	18.6%	18.7%	10.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
PRO-LIFE	46.9%	47.6%	40.3%	42.3%	41.0%	37.3%	49.7%	53.7%	41.5%	39.9%	43.3%	57.6%	67.0%	53.0%	39.1%	40.9%	46.7%	
Shouldn't Be Legal	11.6%	18.1%	9.4%	14.5%	8.5%	12.8%	7.2%	12.5%	10.9%	9.4%	8.2%	17.4%	18.0%	18.6%	7.9%	10.8%	9.5%	
Protect Mother's Life	8.6%	9.9%	9.7%	7.4%	11.3%	6.1%	16.7%	7.1%	9.7%	9.7%	7.2%	8.9%	7.5%	8.9%	6.2%	8.9%	9.0%	
Case of Incest/Rape	26.7%	19.6%	21.1%	20.4%	21.2%	18.4%	25.7%	34.1%	20.9%	20.8%	27.9%	31.2%	41.5%	25.6%	24.9%	21.3%	28.2%	
PRO-CHOICE	43.1%	35.6%	49.8%	46.0%	48.4%	49.4%	43.5%	37.5%	47.4%	47.9%	45.5%	35.7%	21.2%	35.8%	58.8%	49.5%	41.9%	
During 1st Trimester	16.3%	13.8%	19.3%	23.1%	15.1%	23.0%	9.4%	13.7%	18.3%	12.5%	15.4%	20.9%	18.9%	19.1%	18.5%	20.0%	12.8%	
Until 20th Week	4.1%	1.5%	4.6%	4.1%	4.1%	4.5%	3.4%	4.1%	4.1%	3.5%	4.6%	4.1%	-	7.4%	3.5%	4.9%	3.1%	
Legal:All Circumstance	22.7%	20.4%	25.9%	18.7%	29.1%	22.0%	30.8%	19.8%	25.0%	32.0%	25.4%	10.7%	2.3%	9.3%	36.9%	24.6%	26.0%	
DK/REFUSED	10.1%	16.8%	10.0%	11.7%	10.7%	13.3%	6.8%	8.7%	11.1%	12.2%	11.2%	6.7%	11.8%	11.2%	2.1%	9.6%	11.4%	
Net Diff.	3.8%	12.0%	-9.5%	-3.7%	-7.4%	-12.1%	6.2%	16.2%	-5.9%	-8.1%	-2.1%	21.9%	45.8%	17.2%	-19.7%	-8.6%	4.8%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
PRO-LIFE	46.9%	52.8%	46.2%	51.0%	41.3%	38.3%	51.8%	70.8%	67.0%	84.8%	-	48.5%	85.4%	33.9%	
Shouldn't Be Legal	11.6%	11.5%	18.2%	14.1%	12.3%	3.4%	4.2%	17.8%	18.3%	15.9%	-	7.0%	24.8%	-	
Protect Mother's Life	8.6%	8.4%	6.8%	9.9%	5.3%	12.1%	6.1%	14.5%	11.3%	26.0%	-	5.9%	-	8.2%	
Case of Incest/Rape	26.7%	32.8%	21.3%	27.0%	23.7%	22.8%	41.6%	38.6%	37.4%	42.9%	-	35.6%	60.6%	25.7%	
PRO-CHOICE	43.1%	40.0%	42.7%	40.6%	50.0%	45.1%	44.3%	14.3%	14.1%	15.2%	89.9%	47.7%	14.6%	60.8%	
During 1st Trimester	16.3%	19.3%	21.4%	15.4%	17.2%	6.0%	34.7%	10.7%	12.9%	2.4%	27.6%	14.5%	14.6%	14.5%	
Until 20th Week	4.1%	3.7%	2.1%	4.9%	7.3%	3.4%	1.2%	2.7%	*	12.8%	62.3%	1.0%	-	1.4%	
Legal:All Circumstance	22.7%	17.0%	19.2%	20.3%	25.4%	35.7%	8.3%	0.9%	1.1%	-	-	32.2%	-	44.9%	
DK/REFUSED	10.1%	7.2%	11.0%	8.4%	8.7%	16.6%	3.9%	14.9%	18.9%	-	10.1%	3.8%	-	5.3%	
Net Diff.	3.8%	12.8%	3.5%	10.4%	-8.7%	-6.7%	7.6%	56.5%	53.0%	69.6%	-89.9%	0.8%	70.9%	-26.8%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

24. What is your main racial background?

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
WHITE	55.7%	78.5%	56.0%	55.1%	46.6%	58.5%	45.3%	42.8%	53.5%	82.9%	83.5%	57.5%	28.6%	27.9%	51.7%	60.2%
NON-WHITE	43.9%	21.5%	42.9%	44.5%	53.2%	41.2%	54.1%	56.4%	46.5%	16.7%	16.0%	42.5%	71.0%	71.6%	48.3%	39.8%
African-American/Black	41.9%	18.7%	40.9%	39.1%	53.2%	39.1%	52.4%	54.2%	46.5%	13.7%	13.5%	23.3%	69.6%	70.2%	48.3%	39.7%
Hispanic/Latino	1.2%	1.8%	1.1%	3.3%	-	1.1%	1.6%	2.1%	-	1.8%	1.9%	-	0.8%	0.8%	-	-
Asian/Asian-American	0.1%	-	0.5%	-	-	0.1%	-	-	-	0.2%	0.2%	-	0.2%	0.2%	-	-
Other	0.7%	1.0%	0.5%	2.2%	-	0.9%	-	-	-	1.1%	0.6%	19.2%	0.4%	0.4%	-	0.1%
REFUSED	0.4%	-	1.1%	0.4%	0.2%	0.3%	0.6%	0.8%	-	0.4%	0.4%	-	0.4%	0.5%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

24. What is your main racial background?

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
WHITE	55.7%	81.4%	47.5%	49.8%	53.2%	33.4%	71.3%	54.0%	62.3%	80.3%	1.5%	64.2%	55.2%
NON-WHITE	43.9%	18.1%	52.5%	49.5%	46.5%	66.4%	28.3%	45.5%	37.3%	19.7%	98.5%	35.5%	44.3%
African-American/Black	41.9%	16.4%	51.2%	48.5%	43.9%	65.6%	27.0%	43.9%	34.5%	17.0%	98.5%	34.3%	42.8%
Hispanic/Latino	1.2%	-	-	0.3%	2.0%	-	1.3%	0.3%	2.1%	-	-	-	0.2%
Asian/Asian-American	0.1%	-	1.3%	0.3%	0.5%	-	0.3%	0.5%	0.6%	-	-	0.8%	0.3%
Other	0.7%	1.7%	-	0.7%	0.5%	0.3%	-	1.4%	0.6%	2.7%	-	0.5%	1.1%
REFUSED	0.4%	0.4%	-	0.6%	0.3%	0.2%	0.4%	0.5%	0.5%	-	-	0.3%	0.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
WHITE	55.7%	65.7%	44.3%	47.4%	43.4%	69.6%	47.8%	70.3%	83.4%	83.1%	100.0%	29.2%	29.4%	15.3%	47.2%
NON-WHITE	43.9%	33.9%	55.7%	51.8%	56.3%	30.4%	52.2%	28.8%	16.1%	16.5%	-	70.4%	70.1%	84.7%	52.8%
African-American/Black	41.9%	33.2%	54.1%	50.9%	48.8%	30.4%	42.7%	28.8%	13.3%	13.6%	-	69.0%	68.9%	72.6%	52.5%
Hispanic/Latino	1.2%	0.6%	-	-	5.3%	-	8.6%	-	1.8%	1.8%	-	0.8%	0.8%	-	-
Asian/Asian-American	0.1%	0.6%	0.6%	-	-	-	-	-	-	-	-	0.2%	-	12.0%	0.1%
Other	0.7%	0.1%	1.1%	0.9%	2.3%	-	0.9%	-	1.1%	1.1%	-	0.4%	0.4%	-	0.1%
REFUSED	0.4%	0.4%	-	0.8%	0.3%	-	-	0.8%	0.4%	0.4%	-	0.4%	0.4%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

24. What is your main racial background?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
WHITE	55.7%	82.0%	83.6%	41.8%	30.6%	30.3%	38.4%	64.8%	85.9%	51.7%
NON-WHITE	43.9%	17.5%	16.0%	58.2%	68.9%	69.5%	56.7%	35.2%	13.6%	48.3%
African-American/Black	41.9%	14.2%	12.5%	58.2%	67.8%	68.2%	56.7%	35.0%	11.5%	47.9%
Hispanic/Latino	1.2%	1.9%	2.0%	-	0.8%	0.8%	-	-	-	-
Asian/Asian-American	0.1%	0.2%	0.2%	-	-	-	-	0.1%	-	0.2%
Other	0.7%	1.2%	1.2%	-	0.4%	0.4%	-	0.1%	2.0%	0.1%
REFUSED	0.4%	0.5%	0.5%	-	0.4%	0.2%	4.8%	-	0.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
WHITE	55.7%	56.2%	54.0%	50.4%	58.2%	58.4%	53.0%	59.3%	47.8%	44.2%	72.9%	75.4%	74.6%	54.0%	74.6%	83.2%	32.7%	79.1%	80.9%	53.8%	94.4%
NON-WHITE	43.9%	43.3%	45.9%	49.1%	41.4%	41.2%	46.6%	40.2%	52.2%	55.5%	26.8%	24.1%	25.0%	45.7%	25.0%	16.5%	67.0%	20.3%	18.5%	46.2%	2.7%
African-American/Black	41.9%	41.2%	44.0%	47.7%	39.9%	37.6%	46.4%	38.4%	51.6%	54.0%	23.6%	21.3%	21.5%	43.8%	21.5%	13.3%	65.5%	18.1%	16.1%	46.2%	2.7%
Hispanic/Latino	1.2%	1.1%	1.9%	0.3%	0.9%	2.1%	0.2%	0.9%	0.6%	0.8%	2.3%	2.6%	-	1.3%	-	3.3%	1.0%	-	-	-	-
Asian/Asian-American	0.1%	0.1%	-	0.2%	0.2%	0.2%	-	0.1%	-	0.1%	0.2%	0.2%	0.2%	0.1%	-	-	-	0.4%	0.4%	-	-
Other	0.7%	0.8%	-	0.9%	0.6%	1.3%	-	0.8%	-	0.6%	0.9%	0.2%	3.5%	0.5%	3.5%	-	0.4%	1.8%	2.1%	-	-
REFUSED	0.4%	0.5%	0.1%	0.5%	0.4%	0.4%	0.4%	0.5%	-	0.2%	0.3%	0.5%	0.4%	0.3%	0.4%	0.3%	0.3%	0.6%	0.5%	-	2.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
WHITE	55.7%	85.9%	76.3%	37.2%	34.2%	39.9%	52.8%	69.2%	62.3%	74.8%	100.0%	25.6%	46.3%	68.6%	44.0%	56.7%	69.8%	100.0%	100.0%	100.0%
NON-WHITE	43.9%	13.9%	23.4%	62.2%	65.8%	58.9%	47.1%	30.5%	37.3%	25.0%	-	74.4%	53.7%	31.1%	55.1%	43.1%	29.9%	-	-	-
African-American/Black	41.9%	11.4%	18.0%	59.9%	61.0%	58.9%	45.8%	27.8%	34.4%	22.4%	-	70.4%	52.7%	29.3%	53.9%	41.7%	26.2%	-	-	-
Hispanic/Latino	1.2%	2.5%	5.4%	2.1%	4.4%	-	0.4%	1.5%	1.6%	1.5%	-	4.0%	1.0%	1.5%	0.9%	-	1.6%	-	-	-
Asian/Asian-American	0.1%	-	-	-	-	-	0.3%	*	-	*	-	-	-	*	-	0.5%	-	-	-	-
Other	0.7%	-	-	0.2%	0.4%	-	0.6%	1.2%	1.2%	1.1%	-	-	-	0.3%	0.3%	0.9%	2.0%	-	-	-
REFUSED	0.4%	0.2%	0.3%	0.6%	-	1.1%	0.1%	0.3%	0.5%	0.2%	-	-	-	0.3%	1.0%	0.2%	0.3%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
WHITE	55.7%	-	-	-	-	-	-	85.2%	27.5%	56.1%	53.8%	55.8%	50.0%	64.5%	45.2%	62.1%	53.5%	66.7%	100.0%	100.0%
NON-WHITE	43.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	14.4%	72.1%	43.9%	45.8%	44.0%	49.9%	34.9%	54.5%	37.4%	46.5%	32.8%	-	-
African-American/Black	41.9%	96.4%	97.3%	91.1%	100.0%	100.0%	100.0%	12.0%	70.5%	41.0%	41.6%	42.5%	48.4%	31.5%	53.1%	34.2%	45.0%	29.2%	-	-
Hispanic/Latino	1.2%	3.3%	0.8%	5.0%	-	-	-	1.6%	0.9%	-	3.9%	0.7%	1.2%	1.7%	1.4%	2.8%	1.1%	0.7%	-	-
Asian/Asian-American	0.1%	-	0.7%	0.1%	-	-	-	0.2%	-	1.7%	-	0.3%	0.7%	-	0.3%	-	-	-	-	-
Other	0.7%	0.3%	1.2%	3.8%	-	-	-	0.7%	0.7%	1.2%	0.3%	0.8%	0.3%	1.7%	-	0.4%	0.5%	2.8%	-	-
REFUSED	0.4%	-	-	-	-	-	-	0.4%	0.4%	-	0.4%	0.2%	0.1%	0.5%	0.3%	0.5%	-	0.6%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
WHITE	55.7%	-	-	-	-	59.4%	43.8%	54.4%	41.0%	64.6%	45.2%	100.0%	100.0%	-	-	-	-	52.4%	60.0%	50.4%	57.4%
NON-WHITE	43.9%	100.0%	100.0%	100.0%	100.0%	40.5%	56.0%	45.4%	58.4%	35.2%	54.8%	-	-	100.0%	100.0%	100.0%	100.0%	47.4%	39.6%	49.4%	42.4%
African-American/Black	41.9%	97.0%	90.3%	100.0%	100.0%	37.3%	55.1%	43.5%	55.8%	30.8%	54.7%	-	-	92.2%	98.4%	100.0%	100.0%	46.0%	36.4%	48.2%	39.2%
Hispanic/Latino	1.2%	2.4%	4.9%	-	-	1.8%	0.8%	1.7%	2.4%	1.9%	-	-	-	4.4%	1.4%	-	-	1.1%	1.5%	1.1%	2.9%
Asian/Asian-American	0.1%	0.6%	4.8%	-	-	-	0.1%	0.2%	-	0.1%	-	-	-	-	0.2%	-	-	0.3%	1.5%	0.2%	0.4%
Other	0.7%	0.6%	4.8%	-	-	1.3%	0.1%	0.2%	-	2.5%	0.1%	-	-	3.3%	0.2%	-	-	0.3%	1.5%	0.2%	0.4%
REFUSED	0.4%	-	-	-	-	0.2%	0.2%	0.2%	0.6%	0.1%	-	-	-	-	-	-	-	0.2%	0.4%	0.2%	0.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
WHITE	55.7%	54.0%	61.7%	100.0%	100.0%	-	-	-	-	69.0%	43.0%	62.5%	40.8%	75.1%	44.4%	100.0%	100.0%	-	-	-	-
NON-WHITE	43.9%	45.7%	37.8%	-	-	100.0%	100.0%	100.0%	100.0%	30.7%	56.5%	37.4%	58.3%	24.4%	55.4%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	41.9%	44.1%	34.7%	-	-	97.1%	92.0%	100.0%	100.0%	28.7%	54.3%	36.1%	55.7%	21.7%	53.4%	-	-	93.4%	96.1%	100.0%	100.0%
Hispanic/Latino	1.2%	1.1%	0.6%	-	-	2.3%	3.7%	-	-	1.5%	1.1%	1.4%	2.5%	1.6%	0.2%	-	-	4.9%	1.9%	-	-
Asian/Asian-American	0.1%	-	0.4%	-	-	0.6%	0.6%	-	-	0.2%	-	-	-	0.4%	-	-	-	0.6%	-	-	-
Other	0.7%	0.5%	2.1%	-	-	0.6%	3.7%	-	-	0.3%	1.1%	-	0.6%	1.8%	-	-	-	1.1%	2.0%	-	-
REFUSED	0.4%	0.3%	0.6%	-	-	-	-	-	-	0.3%	0.5%	0.1%	0.9%	0.5%	0.2%	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

24. What is your main racial background?

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
WHITE	55.7%	68.6%	56.5%	64.1%	75.4%	44.3%	65.0%	59.9%	26.5%	66.1%	38.1%	71.2%	48.1%	100.0%	100.0%	-	-	-	-
NON-WHITE	43.9%	31.2%	43.2%	35.9%	24.6%	55.0%	33.7%	39.3%	73.1%	33.8%	61.0%	28.7%	51.3%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	41.9%	29.5%	37.5%	34.0%	24.6%	52.4%	29.9%	36.6%	71.5%	32.4%	58.5%	26.5%	48.7%	-	-	94.4%	95.3%	100.0%	100.0%
Hispanic/Latino	1.2%	1.4%	5.7%	-	-	1.3%	0.4%	2.6%	1.6%	1.3%	2.5%	1.5%	0.5%	-	-	4.5%	2.3%	-	-
Asian/Asian-American	0.1%	-	-	-	-	0.2%	0.6%	-	-	-	-	-	0.3%	-	-	-	0.4%	-	-
Other	0.7%	0.3%	-	1.9%	-	1.1%	2.9%	-	-	-	-	0.7%	1.8%	-	-	1.1%	2.0%	-	-
REFUSED	0.4%	0.1%	0.3%	-	0.1%	0.7%	1.2%	0.8%	0.4%	0.1%	0.9%	0.1%	0.6%	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
WHITE	55.7%	66.8%	56.8%	65.8%	53.6%	47.2%	60.7%	54.7%	63.6%	50.0%	59.8%	47.2%	63.2%	51.1%	63.1%	45.6%	58.0%	42.4%
NON-WHITE	43.9%	32.8%	42.7%	34.1%	45.8%	52.5%	38.9%	45.0%	36.1%	49.5%	39.8%	52.5%	36.6%	48.6%	36.6%	54.0%	41.7%	57.0%
African-American/Black	41.9%	31.2%	39.5%	31.0%	44.0%	51.4%	36.3%	43.1%	33.2%	48.1%	37.3%	51.4%	35.2%	46.6%	34.4%	52.5%	39.3%	56.5%
Hispanic/Latino	1.2%	1.6%	3.2%	1.8%	1.2%	-	2.5%	0.9%	2.1%	0.5%	1.8%	-	1.3%	1.8%	2.2%	1.3%	2.4%	-
Asian/Asian-American	0.1%	-	0.1%	0.4%	-	-	0.1%	0.1%	0.2%	-	0.1%	-	0.1%	-	0.1%	-	0.1%	-
Other	0.7%	-	-	0.9%	0.6%	1.0%	-	0.9%	0.5%	0.8%	0.6%	1.0%	-	0.2%	0.1%	0.2%	0.1%	0.4%
REFUSED	0.4%	0.5%	0.5%	0.1%	0.6%	0.4%	0.5%	0.4%	0.3%	0.5%	0.4%	0.4%	0.3%	0.4%	0.2%	0.5%	0.2%	0.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
WHITE	55.7%	58.4%	57.4%	64.1%	53.3%	61.3%	50.5%	53.3%	57.6%	47.6%	45.8%	74.2%	82.8%	58.2%	48.2%	51.2%	55.3%
NON-WHITE	43.9%	40.9%	42.2%	35.6%	46.2%	38.2%	49.4%	46.3%	42.0%	52.1%	54.2%	24.8%	17.2%	40.8%	50.1%	48.7%	44.6%
African-American/Black	41.9%	37.2%	40.4%	32.2%	45.0%	35.7%	48.0%	44.5%	39.9%	49.5%	54.0%	21.5%	17.2%	35.2%	50.1%	47.5%	42.9%
Hispanic/Latino	1.2%	3.7%	0.3%	2.1%	-	1.3%	-	1.7%	0.8%	1.5%	-	2.2%	-	3.9%	-	0.3%	1.0%
Asian/Asian-American	0.1%	-	0.2%	0.4%	-	0.2%	-	0.2%	0.3%	0.3%	0.2%	0.3%	-	0.5%	-	0.3%	-
Other	0.7%	-	1.4%	0.9%	1.3%	1.0%	1.4%	0.1%	1.1%	0.8%	0.2%	1.1%	-	1.2%	-	0.8%	0.7%
REFUSED	0.4%	0.7%	0.3%	0.3%	0.5%	0.5%	0.2%	0.4%	0.4%	0.2%	-	1.0%	-	1.0%	1.7%	0.1%	0.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

24. What is your main racial background?

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
WHITE	55.7%	56.0%	68.4%	58.6%	58.8%	39.2%	79.1%	94.7%	97.6%	84.1%	100.0%	52.1%	85.4%	38.9%	
NON-WHITE	43.9%	43.6%	31.0%	40.7%	41.1%	60.8%	20.3%	4.7%	1.7%	15.9%	-	47.5%	14.6%	60.4%	
African-American/Black	41.9%	40.4%	30.4%	37.9%	38.9%	60.3%	17.4%	4.7%	1.7%	15.9%	-	42.5%	-	59.2%	
Hispanic/Latino	1.2%	1.9%	-	2.8%	0.4%	0.6%	-	-	-	-	-	-	-	-	
Asian/Asian-American	0.1%	0.3%	-	-	-	-	1.0%	-	-	-	-	-	-	-	
Other	0.7%	1.0%	0.6%	-	1.8%	-	1.8%	-	-	-	-	5.0%	14.6%	1.2%	
REFUSED	0.4%	0.5%	0.7%	0.7%	0.1%	-	0.7%	0.6%	0.8%	-	-	0.5%	-	0.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 1

	TOTAL				AREA					VOTER LIKELIHOOD				GENERIC BALLOT			
	HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26	
18-29	6.9%	8.5%	9.1%	8.2%	4.6%	6.3%	9.4%	9.6%	8.6%	7.5%	7.3%	16.7%	6.7%	6.8%	1.3%	5.1%	
30-40	10.9%	12.4%	12.4%	7.1%	11.3%	8.8%	18.5%	18.7%	17.6%	12.1%	12.1%	12.2%	10.4%	10.4%	7.7%	7.3%	
41-55	24.2%	38.0%	23.7%	22.2%	19.7%	26.8%	14.3%	13.4%	17.0%	28.1%	28.0%	34.3%	18.1%	17.7%	32.5%	36.4%	
56-65	25.8%	20.8%	26.3%	36.6%	22.5%	23.2%	35.5%	34.5%	38.7%	24.2%	24.2%	21.9%	26.5%	26.5%	26.6%	31.1%	
OVER 65	32.1%	20.4%	28.1%	25.9%	41.9%	34.7%	22.4%	23.7%	18.1%	28.1%	28.4%	14.9%	38.3%	38.5%	31.9%	20.1%	
REFUSED	0.1%	-	0.4%	-	-	0.1%	-	-	-	0.1%	0.1%	-	0.1%	0.1%	-	-	
Mean	55.19	51.39	53.63	55.33	57.44	55.86	52.67	52.75	52.43	53.78	53.92	48.35	56.76	56.75	57.03	54.12	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
18-29	6.9%	8.7%	6.6%	4.5%	7.6%	10.6%	3.7%	3.9%	7.7%	30.5%	0.4%	9.6%	6.3%
30-40	10.9%	10.5%	1.6%	13.6%	11.0%	10.6%	16.3%	9.7%	10.6%	-	-	11.7%	12.8%
41-55	24.2%	41.3%	44.0%	20.5%	19.3%	19.1%	33.4%	23.8%	24.6%	41.3%	46.0%	35.7%	28.0%
56-65	25.8%	29.6%	27.7%	24.3%	25.3%	22.4%	32.1%	30.3%	23.7%	-	53.6%	24.9%	25.4%
OVER 65	32.1%	10.0%	20.1%	37.0%	36.6%	37.3%	14.5%	32.3%	33.1%	28.2%	-	18.1%	27.5%
REFUSED	0.1%	-	-	-	0.2%	-	-	-	0.2%	-	-	-	-
Mean	55.19	50.41	54.06	56.32	55.96	55.02	52.18	56.69	55.01	46.73	54.61	51.23	54.01

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
18-29	6.9%	8.6%	5.0%	2.8%	3.9%	21.0%	11.4%	9.9%	8.5%	8.5%	8.9%	5.4%	5.5%	-	6.6%
30-40	10.9%	13.4%	2.9%	8.9%	15.2%	4.5%	10.5%	18.8%	11.5%	11.4%	12.2%	10.7%	10.9%	-	8.1%
41-55	24.2%	31.3%	11.8%	22.1%	23.5%	18.2%	38.4%	0.3%	30.4%	31.1%	-	18.1%	17.9%	34.8%	22.7%
56-65	25.8%	17.2%	37.6%	34.3%	34.0%	7.9%	20.9%	25.2%	23.5%	22.3%	78.8%	26.1%	25.8%	46.8%	38.9%
OVER 65	32.1%	29.4%	42.7%	32.0%	23.3%	48.5%	18.7%	45.8%	26.1%	26.7%	-	39.5%	39.8%	18.4%	23.7%
REFUSED	0.1%	0.2%	-	-	-	-	-	-	***	***	-	0.1%	0.1%	-	-
Mean	55.19	52.78	60.49	57.47	54.46	53.91	50.56	56.34	53.10	53.08	54.07	57.25	57.24	57.89	55.41



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	BOTH	BAL-
							FIRM UNDE- CIED	VOTE HANIG	BAL-	LOTS	
Total	300	128	123	5	144	139	6	28	33	15	
18-29	6.9%	8.3%	8.4%	5.9%	5.9%	6.0%	4.0%	6.1%	4.6%	9.1%	
30-40	10.9%	12.4%	12.9%	0.7%	10.3%	9.8%	23.3%	6.7%	11.6%	11.1%	
41-55	24.2%	30.0%	30.9%	6.2%	19.1%	19.9%	-	23.6%	43.0%	21.2%	
56-65	25.8%	22.7%	22.4%	28.4%	27.4%	26.6%	47.8%	32.1%	34.6%	32.9%	
OVER 65	32.1%	26.6%	25.3%	58.7%	37.2%	37.7%	25.0%	31.6%	6.3%	25.8%	
REFUSED	0.1%	0.1%	0.1%	-	0.1%	0.1%	-	-	-	-	
Mean	55.19	53.04	52.66	62.92	56.83	56.89	55.47	56.57	51.08	54.11	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 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	207	67	120	133		160	119	243	33		186	95	85	23		270	23	61	157	82	72	7	3
18-29	6.9%	8.9%	3.3%	8.9%	4.6%		9.0%	4.0%	7.0%	7.1%		8.3%	3.0%	5.9%	1.6%		7.5%	1.6%	10.8%	4.8%	8.2%	7.9%	13.5%	1.9%
30-40	10.9%	11.4%	6.9%	12.2%	6.7%		11.9%	8.0%	11.7%	6.6%		8.7%	14.0%	16.1%	10.8%		11.0%	10.8%	17.4%	9.1%	9.4%	8.8%	18.2%	3.4%
41-55	24.2%	26.1%	23.6%	29.4%	22.7%		24.7%	23.7%	26.0%	18.2%		24.9%	26.0%	22.0%	29.1%		24.0%	29.1%	31.5%	18.9%	28.7%	27.7%	45.5%	15.8%
56-65	25.8%	25.0%	27.2%	22.5%	29.6%		26.7%	25.5%	25.0%	34.8%		24.6%	24.7%	28.4%	32.0%		25.8%	32.0%	24.0%	26.3%	26.2%	25.5%	10.9%	74.0%
OVER 65	32.1%	28.5%	39.1%	27.0%	36.4%		27.7%	38.6%	30.2%	33.3%		33.4%	32.2%	27.6%	26.5%		31.6%	26.5%	16.2%	40.9%	27.3%	29.9%	11.9%	4.8%
REFUSED	0.1%	0.1%	-	0.1%	-	0.1%	0.2%	0.1%	-	0.1%	-	0.1%	-	-	-		0.1%	-	0.1%	-	0.2%	0.3%	-	-
Mean	55.19	53.75	58.30	53.01	57.72		53.68	57.66	54.55	57.10		55.26	55.60	54.08	56.04		54.89	56.04	49.65	57.93	54.07	54.69	46.32	57.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
18-29	6.9%	16.4%	3.6%	10.1%	6.2%	5.5%	6.2%	10.5%	6.6%	7.9%	12.6%	3.9%	8.7%	15.7%	3.7%	9.8%
30-40	10.9%	15.8%	6.6%	14.0%	18.7%	10.8%	4.7%	15.6%	11.0%	7.6%	25.7%	8.3%	16.0%	19.2%	8.4%	17.7%
41-55	24.2%	37.2%	18.7%	26.8%	26.7%	19.0%	30.7%	32.0%	23.4%	29.9%	29.1%	16.7%	25.1%	24.5%	16.6%	22.9%
56-65	25.8%	19.0%	30.1%	23.6%	28.3%	23.8%	28.8%	26.3%	18.3%	28.8%	12.7%	30.1%	15.5%	15.8%	29.4%	17.4%
OVER 65	32.1%	11.4%	41.0%	24.9%	20.2%	40.8%	29.7%	15.5%	40.7%	25.7%	19.9%	41.0%	33.5%	24.7%	41.9%	31.0%
REFUSED	0.1%	0.2%	-	0.5%	-	-	-	-	-	-	-	-	1.1%	-	-	1.3%
Mean	55.19	46.81	59.03	52.14	52.03	57.20	55.99	50.09	56.19	54.33	47.53	58.75	53.15	49.07	58.89	52.35

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
18-29	6.9%	9.2%	16.1%	10.5%	17.8%	3.9%	3.8%	6.6%	10.7%	3.3%	2.9%	14.7%	3.6%	8.0%	8.0%	3.9%	5.3%	17.9%	4.4%	7.2%
30-40	10.9%	16.8%	20.3%	14.8%	10.4%	18.7%	11.1%	9.4%	10.4%	8.6%	2.9%	20.0%	15.2%	5.2%	11.7%	8.7%	13.6%	14.9%	14.3%	8.4%
41-55	24.2%	27.4%	40.4%	19.4%	23.5%	15.7%	26.7%	26.7%	30.6%	23.5%	36.9%	3.9%	33.5%	29.5%	28.4%	22.6%	23.9%	29.4%	28.9%	31.0%
56-65	25.8%	28.2%	13.2%	20.0%	15.7%	23.9%	28.3%	26.9%	17.8%	34.3%	8.6%	20.5%	28.1%	26.1%	19.7%	28.5%	27.7%	13.4%	21.7%	27.8%
OVER 65	32.1%	18.2%	10.0%	35.4%	32.5%	37.9%	29.8%	30.3%	30.4%	30.1%	48.7%	40.8%	19.0%	31.0%	32.2%	36.3%	29.5%	24.4%	30.7%	25.6%
REFUSED	0.1%	0.2%	-	-	-	-	0.2%	0.1%	-	0.1%	-	-	0.6%	0.1%	-	-	-	-	-	-
Mean	55.19	51.10	45.27	53.80	51.42	55.92	55.72	55.18	52.94	57.00	58.71	53.35	52.85	55.46	54.06	57.44	54.90	48.72	54.55	54.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
18-29	6.9%	6.1%	3.3%	5.1%	6.3%	2.5%	5.6%	7.5%	6.1%	28.4%	13.0%	5.8%	5.6%	8.6%	7.5%	9.9%	4.3%	7.5%	5.4%	12.4%
30-40	10.9%	14.6%	7.7%	11.6%	15.1%	7.9%	9.8%	12.1%	9.4%	29.1%	32.4%	6.6%	8.7%	12.6%	3.9%	17.7%	12.2%	8.1%	9.1%	11.0%
41-55	24.2%	13.6%	24.3%	17.1%	12.8%	24.2%	14.7%	29.3%	19.2%	33.8%	36.6%	20.6%	20.1%	28.3%	22.1%	24.1%	18.7%	32.0%	26.6%	32.3%
56-65	25.8%	23.5%	35.8%	25.1%	21.9%	35.6%	27.5%	24.8%	27.1%	-	11.3%	28.5%	27.5%	23.5%	27.6%	27.0%	27.4%	20.5%	22.7%	24.8%
OVER 65	32.1%	42.2%	28.5%	41.1%	43.8%	29.3%	42.4%	26.3%	38.1%	8.8%	6.7%	38.4%	38.0%	26.8%	38.9%	20.9%	37.3%	31.9%	36.2%	19.5%
REFUSED	0.1%	-	0.5%	-	-	0.5%	-	0.1%	0.1%	-	-	0.1%	-	0.2%	-	0.4%	-	-	-	-
Mean	55.19	56.83	57.00	57.42	56.86	57.31	58.13	53.51	57.06	39.19	43.47	57.72	57.27	53.09	57.68	51.26	56.98	54.68	56.30	50.90

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
18-29	6.9%	5.9%	1.5%	6.1%	0.5%	9.2%	5.6%	9.6%	8.9%	8.7%	4.0%	10.5%	8.5%	7.3%	3.3%	7.3%	3.3%	8.0%	5.3%	7.8%	10.4%
30-40	10.9%	8.4%	15.2%	7.4%	16.8%	11.9%	10.2%	8.8%	13.5%	15.2%	8.5%	12.6%	10.6%	10.6%	9.8%	9.6%	9.9%	9.7%	12.4%	9.2%	13.0%
41-55	24.2%	13.7%	21.1%	12.9%	20.0%	29.1%	15.6%	26.8%	17.0%	31.5%	14.9%	33.9%	18.4%	22.0%	13.5%	20.5%	13.5%	24.1%	26.0%	25.8%	26.8%
56-65	25.8%	32.4%	21.4%	32.8%	20.6%	20.7%	30.2%	22.2%	34.1%	19.1%	28.4%	19.9%	28.6%	21.9%	31.6%	22.9%	30.7%	26.9%	22.9%	27.5%	19.8%
OVER 65	32.1%	39.6%	40.4%	40.8%	41.4%	29.2%	38.5%	32.6%	26.6%	25.6%	44.2%	23.1%	33.9%	38.2%	41.8%	39.7%	42.5%	31.2%	33.4%	29.6%	30.0%
REFUSED	0.1%	-	0.6%	-	0.6%	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	0.2%	-
Mean	55.19	58.21	57.28	58.62	57.43	53.21	57.55	54.45	54.16	51.92	59.19	51.35	55.57	55.99	59.06	56.55	59.07	54.98	55.31	54.85	52.84

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
18-29	6.9%	8.3%	2.1%	10.0%	6.5%	5.8%	3.6%	5.9%	3.1%	7.2%	6.2%	10.3%	7.8%	4.3%	5.2%	7.1%	9.1%	7.5%	4.1%	8.1%	3.8%
30-40	10.9%	10.2%	11.9%	7.5%	15.5%	12.1%	7.8%	11.2%	8.5%	10.2%	10.0%	6.9%	11.4%	13.3%	9.1%	9.3%	11.6%	12.3%	8.6%	10.6%	9.0%
41-55	24.2%	22.7%	25.4%	30.4%	28.3%	17.3%	22.5%	16.6%	21.3%	20.1%	29.0%	22.9%	28.3%	17.4%	29.5%	23.4%	38.4%	12.8%	22.0%	10.3%	21.7%
56-65	25.8%	26.3%	24.9%	27.7%	17.8%	25.9%	30.0%	26.1%	30.4%	26.8%	23.6%	28.0%	22.3%	25.7%	24.4%	26.3%	20.3%	27.6%	26.1%	28.4%	25.8%
OVER 65	32.1%	32.5%	35.7%	24.3%	31.9%	38.8%	36.1%	39.9%	36.8%	35.7%	31.1%	31.8%	29.8%	39.3%	31.8%	33.9%	20.7%	39.8%	39.0%	42.6%	39.4%
REFUSED	0.1%	-	-	-	-	0.2%	-	0.2%	-	0.1%	0.1%	0.4%	-	-	-	-	-	0.3%	-	0.3%	-
Mean	55.19	55.08	56.89	53.38	53.63	56.80	57.82	57.16	58.05	56.13	54.97	55.10	53.97	57.09	55.59	55.81	51.35	56.77	57.73	57.57	57.82

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68		
18-29	6.9%	9.6%	8.4%	7.5%	10.8%	5.4%	2.0%	9.4%	7.2%	11.2%	5.8%	7.9%	5.2%	9.1%	8.9%	10.5%	2.7%	11.2%	2.4%		
30-40	10.9%	13.1%	15.4%	6.7%	14.2%	7.3%	7.5%	11.4%	6.4%	15.0%	7.2%	11.2%	7.3%	10.0%	8.7%	20.0%	6.1%	18.7%	6.4%		
41-55	24.2%	19.4%	20.0%	16.5%	20.1%	29.0%	48.1%	27.7%	15.5%	17.2%	33.3%	21.7%	26.3%	24.2%	36.5%	9.0%	23.2%	7.2%	22.5%		
56-65	25.8%	23.4%	24.6%	25.6%	22.1%	26.6%	25.3%	26.1%	27.5%	28.2%	21.1%	18.4%	29.9%	22.8%	26.8%	24.7%	26.0%	25.0%	25.9%		
OVER 65	32.1%	34.5%	31.6%	43.8%	32.8%	31.7%	17.2%	25.4%	43.3%	28.4%	32.5%	40.7%	31.2%	33.9%	19.2%	35.8%	41.9%	37.9%	42.8%		
REFUSED	0.1%	0.1%	-	-	0.1%	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-		
Mean	55.19	54.47	54.00	58.13	53.50	56.02	53.48	53.06	58.37	53.10	55.43	55.86	56.38	54.77	52.27	53.78	59.01	54.30	59.23		



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
18-29	6.9%	8.3%	5.2%	5.2%	9.0%	-	-	10.8%	5.6%	5.3%	14.8%	-	-	6.5%	4.8%	5.0%	-	-	-		
30-40	10.9%	11.1%	10.6%	10.2%	28.7%	10.0%	-	12.0%	9.6%	9.9%	-	100.0%	-	10.4%	11.5%	10.5%	73.5%	-	-		
41-55	24.2%	28.5%	18.7%	17.9%	36.7%	90.0%	30.6%	29.8%	19.9%	19.1%	43.3%	-	11.8%	27.6%	17.7%	16.8%	26.5%	100.0%	32.5%		
56-65	25.8%	24.8%	26.9%	27.1%	25.6%	-	22.7%	23.7%	28.0%	27.6%	42.0%	-	-	25.6%	26.0%	26.7%	-	-	24.9%		
OVER 65	32.1%	27.2%	38.4%	39.5%	-	-	46.7%	23.7%	36.6%	37.8%	-	-	88.2%	29.8%	40.0%	40.9%	-	-	42.6%		
REFUSED	0.1%	-	0.1%	0.2%	-	-	-	-	0.3%	0.3%	-	-	-	-	-	-	-	-	-		
Mean	55.19	53.62	57.19	57.49	45.26	46.70	61.11	51.97	56.95	57.21	49.63	35.00	67.39	54.81	57.39	57.73	38.45	48.00	60.49		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
18-29	6.9%	100.0%	-	-	-	-	39.0%	-	16.5%	-	10.2%	-	43.5%	-	18.9%	-	11.9%	-
30-40	10.9%	-	100.0%	-	-	-	61.0%	-	25.9%	-	16.0%	-	56.5%	-	24.5%	-	15.5%	-
41-55	24.2%	-	-	100.0%	-	-	29.4%	57.6%	-	35.6%	-	-	31.2%	56.7%	-	35.9%	-	-
56-65	25.8%	-	-	-	100.0%	-	31.4%	-	44.6%	38.1%	-	-	31.9%	-	46.4%	36.7%	-	-
OVER 65	32.1%	-	-	-	-	100.0%	39.1%	-	55.4%	-	100.0%	-	36.9%	-	53.6%	-	100.0%	-
REFUSED	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	55.19	23.50	35.00	48.00	60.50	70.00	30.52	60.54	40.58	65.77	48.17	70.00	30.00	60.11	40.20	65.59	47.64	70.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	TEXT	NEWLY REGISTERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4		
Total	300	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139	
18-29	6.9%	34.8%	-	14.5%	-	8.8%	-	8.4%	5.8%	1.8%	10.2%	8.5%	24.4%	19.4%	11.4%	3.7%	0.7%	
30-40	10.9%	65.2%	-	27.1%	-	16.5%	-	10.9%	10.9%	4.3%	14.4%	13.6%	21.3%	20.3%	11.1%	15.8%	3.9%	
41-55	24.2%	-	28.1%	58.3%	-	35.4%	-	25.1%	23.4%	16.0%	28.5%	27.5%	17.8%	24.5%	21.5%	28.0%	23.6%	
56-65	25.8%	-	31.1%	-	43.2%	39.3%	-	25.7%	25.9%	31.3%	22.8%	23.7%	25.5%	20.6%	30.4%	31.1%	24.4%	
OVER 65	32.1%	-	40.8%	-	56.8%	-	100.0%	29.7%	34.0%	46.7%	24.1%	26.4%	11.1%	15.0%	25.6%	21.4%	47.2%	
REFUSED	0.1%	-	-	-	-	-	-	0.2%	-	-	-	0.3%	-	0.1%	-	-	0.1%	
Mean	55.19	30.99	60.87	40.92	65.89	48.61	70.00	54.30	55.89	61.21	51.76	52.93	44.88	46.48	53.18	53.64	60.77	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
18-29	6.9%	14.3%	6.9%	2.5%	1.1%	1.4%	15.6%	4.3%	5.4%	-	17.5%	2.8%	-	3.9%
30-40	10.9%	18.7%	9.0%	5.4%	5.9%	6.2%	16.2%	3.4%	-	15.9%	66.1%	4.4%	-	6.1%
41-55	24.2%	21.8%	35.0%	22.1%	31.5%	14.0%	28.9%	35.8%	44.3%	4.1%	16.4%	18.2%	22.8%	16.4%
56-65	25.8%	24.8%	23.1%	36.6%	34.1%	15.9%	29.8%	26.6%	27.0%	25.2%	-	22.3%	33.0%	18.1%
OVER 65	32.1%	20.1%	26.0%	33.4%	27.5%	62.4%	8.8%	29.9%	23.2%	54.8%	-	52.3%	44.2%	55.5%
REFUSED	0.1%	0.2%	0.1%	-	-	-	0.7%	-	-	-	-	-	-	-
Mean	55.19	49.59	53.76	58.61	57.27	62.57	47.72	56.43	55.15	61.13	35.11	61.03	61.85	60.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

26. Gender:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
MALE	44.0%	45.0%	44.8%	41.5%	44.4%	43.1%	47.3%	41.0%	67.8%	50.2%	50.3%	45.7%	37.1%	37.9%	8.5%	48.8%
FEMALE	56.0%	55.0%	55.2%	58.5%	55.6%	56.9%	52.7%	59.0%	32.2%	49.8%	49.7%	54.3%	62.9%	62.1%	91.5%	51.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

26. Gender:

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
MALE	44.0%	43.4%	32.5%	41.1%	46.7%	32.5%	56.8%	41.8%	47.3%	45.5%	54.0%	42.2%	43.0%
FEMALE	56.0%	56.6%	67.5%	58.9%	53.3%	67.5%	43.2%	58.2%	52.7%	54.5%	46.0%	57.8%	57.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
MALE	44.0%	52.3%	23.5%	39.5%	44.2%	58.1%	50.5%	37.6%	49.5%	49.7%	44.6%	37.2%	37.5%	21.1%	52.1%
FEMALE	56.0%	47.7%	76.5%	60.5%	55.8%	41.9%	49.5%	62.4%	50.5%	50.3%	55.4%	62.8%	62.5%	78.9%	47.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

26. Gender:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED HANIG		
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS
Total	300	128	123	5	144	139	6	28	33	15
MALE	44.0%	50.7%	49.7%	78.5%	37.7%	38.5%	19.4%	45.8%	47.1%	54.8%
FEMALE	56.0%	49.3%	50.3%	21.5%	62.3%	61.5%	80.6%	54.2%	52.9%	45.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

26. Gender:

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	207	67	120	133		160	119		243	33		186	95		85	23		270	23		61	157	82	72	7	3
MALE	44.0%	44.4%	45.1%	52.8%	39.9%		48.3%	41.1%		44.6%	45.2%		37.9%	55.5%		53.8%	58.6%		42.9%	58.6%		45.7%	40.1%	50.0%	50.6%	27.1%	89.0%
FEMALE	56.0%	55.6%	54.9%	47.2%	60.1%		51.7%	58.9%		55.4%	54.8%		62.1%	44.5%		46.2%	41.4%		57.1%	41.4%		54.3%	59.9%	50.0%	49.4%	72.9%	11.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
MALE	44.0%	100.0%	100.0%	100.0%	-	-	-	41.1%	29.9%	52.4%	67.7%	45.1%	41.7%	72.6%	44.9%	45.4%
FEMALE	56.0%	-	-	-	100.0%	100.0%	100.0%	58.9%	70.1%	47.6%	32.3%	54.9%	58.3%	27.4%	55.1%	54.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
MALE	44.0%	49.5%	37.2%	36.7%	42.7%	31.4%	37.6%	49.6%	47.6%	51.2%	47.0%	100.0%	100.0%	100.0%	-	-	-	25.3%	32.9%	49.1%
FEMALE	56.0%	50.5%	62.8%	63.3%	57.3%	68.6%	62.4%	50.4%	52.4%	48.8%	53.0%	-	-	-	100.0%	100.0%	100.0%	74.7%	67.1%	50.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

26. Gender:

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
MALE	44.0%	43.9%	42.8%	50.6%	43.1%	43.2%	52.4%	50.9%	37.3%	46.4%	47.2%	42.3%	41.9%	46.7%	100.0%	100.0%	-	-	37.8%	45.0%
FEMALE	56.0%	56.1%	57.2%	49.4%	56.9%	56.8%	47.6%	49.1%	62.7%	53.6%	52.8%	57.7%	58.1%	53.3%	-	-	100.0%	100.0%	62.2%	55.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
MALE	44.0%	45.7%	50.0%	45.9%	50.7%	51.1%	32.6%	100.0%	100.0%	-	-	46.8%	30.5%	57.4%	34.0%	59.6%	33.0%	46.1%	39.1%	100.0%	100.0%
FEMALE	56.0%	54.3%	50.0%	54.1%	49.3%	48.9%	67.4%	-	-	100.0%	100.0%	53.2%	69.5%	42.6%	66.0%	40.4%	67.0%	53.9%	60.9%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
MALE	44.0%	-	-	44.3%	37.4%	48.0%	41.9%	48.3%	42.0%	48.3%	38.1%	100.0%	100.0%	-	-	43.8%	36.1%	58.9%	39.3%	60.8%	39.1%
FEMALE	56.0%	100.0%	100.0%	55.7%	62.6%	52.0%	58.1%	51.7%	58.0%	51.7%	61.9%	-	-	100.0%	100.0%	56.2%	63.9%	41.1%	60.7%	39.2%	60.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	AFRICAN-AMER.
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
MALE	44.0%	50.4%	47.5%	36.5%	56.2%	38.3%	36.9%	43.7%	38.4%	100.0%	100.0%	-	-	48.6%	33.0%	54.5%	42.5%	55.5%	42.8%
FEMALE	56.0%	49.6%	52.5%	63.5%	43.8%	61.7%	63.1%	56.3%	61.6%	-	-	100.0%	100.0%	51.4%	67.0%	45.5%	57.5%	44.5%	57.2%





DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
MALE	44.0%	53.1%	44.0%	45.8%	43.8%	40.7%	47.5%	43.2%	46.5%	42.1%	45.5%	40.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FEMALE	56.0%	46.9%	56.0%	54.2%	56.2%	59.3%	52.5%	56.8%	53.5%	57.9%	54.5%	59.3%	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
MALE	44.0%	-	-	-	-	-	-	100.0%	-	33.5%	52.5%	45.2%	38.6%	40.3%	53.0%	45.2%	43.4%
FEMALE	56.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	66.5%	47.5%	54.8%	61.4%	59.7%	47.0%	54.8%	56.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
MALE	44.0%	49.9%	45.8%	34.2%	46.1%	36.8%	52.4%	52.3%	49.4%	62.9%	67.3%	41.5%	31.0%	45.6%	
FEMALE	56.0%	50.1%	54.2%	65.8%	53.9%	63.2%	47.6%	47.7%	50.6%	37.1%	32.7%	58.5%	69.0%	54.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

27. Interview:

BANNER 1

	TOTAL				AREA				VOTER LIKELIHOOD				GENERIC BALLOT			
	HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
LANDLINE	32.3%	14.1%	27.6%	41.6%	37.5%	29.1%	44.2%	53.0%	15.5%	23.9%	24.4%	8.0%	40.5%	39.7%	70.0%	31.1%
MOBILE PHONE	34.9%	46.2%	40.2%	19.8%	34.9%	36.1%	30.5%	30.6%	30.2%	30.0%	29.8%	39.6%	38.2%	38.4%	30.0%	43.2%
TEXT	32.8%	39.7%	32.2%	38.6%	27.6%	34.8%	25.3%	16.4%	54.3%	46.1%	45.9%	52.4%	21.3%	21.9%	-	25.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

27. Interview:

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
LANDLINE	32.3%	10.8%	22.4%	24.8%	41.5%	36.1%	8.9%	32.3%	34.8%	20.6%	1.2%	12.4%	18.6%
MOBILE PHONE	34.9%	43.7%	48.9%	38.9%	29.6%	43.9%	45.5%	32.8%	30.9%	30.6%	98.5%	52.3%	44.2%
TEXT	32.8%	45.6%	28.7%	36.3%	28.9%	20.0%	45.6%	34.9%	34.3%	48.8%	0.4%	35.3%	37.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

27. Interview:

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
LANDLINE	32.3%	24.2%	51.1%	34.8%	29.4%	34.5%	29.0%	40.5%	24.0%	23.4%	49.9%	40.7%	40.4%	59.6%	31.3%
MOBILE PHONE	34.9%	32.6%	27.5%	36.7%	47.3%	48.6%	39.5%	21.6%	28.7%	29.4%	-	39.8%	40.0%	30.1%	44.1%
TEXT	32.8%	43.1%	21.4%	28.5%	23.3%	16.9%	31.5%	37.9%	47.3%	47.2%	50.1%	19.5%	19.7%	10.3%	24.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

27. Interview:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIDED	
							FIRM UNDE- CIDED	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
LANDLINE	32.3%	22.1%	22.7%	8.2%	39.5%	39.8%	32.3%	41.0%	8.7%	24.4%
MOBILE PHONE	34.9%	29.9%	29.0%	51.8%	40.1%	40.1%	40.0%	31.5%	49.4%	43.8%
TEXT	32.8%	48.0%	48.3%	40.0%	20.3%	20.0%	27.7%	27.6%	41.9%	31.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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								
Total	300	207	67	120	133	160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3	
LANDLINE	32.3%	28.3%	43.5%	27.0%	37.2%	27.2%	39.1%	29.6%	39.8%	36.7%	24.9%	21.2%	30.0%	31.9%	30.0%	19.3%	43.7%	20.1%	20.9%	19.7%	2.7%	
MOBILE PHONE	34.9%	37.6%	31.6%	36.1%	35.3%	35.3%	33.1%	35.6%	39.0%	36.6%	33.6%	32.5%	32.0%	35.3%	32.0%	30.3%	36.4%	35.6%	38.4%	21.1%	5.2%	
TEXT	32.8%	34.1%	24.9%	36.9%	27.5%	37.5%	27.8%	34.8%	21.2%	26.7%	41.5%	46.3%	38.0%	32.8%	38.0%	50.4%	19.9%	44.3%	40.7%	59.2%	92.1%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
LANDLINE	32.3%	11.5%	37.1%	14.2%	25.8%	48.1%	26.0%	21.7%	45.0%	18.4%	7.3%	43.1%	27.1%	9.0%	42.6%	23.1%
MOBILE PHONE	34.9%	43.0%	42.0%	40.3%	19.6%	32.6%	30.8%	25.6%	22.0%	36.4%	54.7%	43.6%	33.3%	68.1%	44.6%	36.0%
TEXT	32.8%	45.4%	20.8%	45.4%	54.6%	19.2%	43.2%	52.6%	33.0%	45.1%	38.1%	13.3%	39.6%	22.9%	12.8%	40.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

27. Interview:

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
LANDLINE	32.3%	26.9%	7.9%	31.0%	38.4%	24.3%	37.8%	28.8%	24.5%	32.4%	58.3%	35.8%	25.2%	21.6%	28.1%	45.3%	35.9%	16.1%	31.8%	27.8%
MOBILE PHONE	34.9%	25.3%	41.3%	42.1%	40.1%	43.8%	32.6%	32.8%	39.3%	27.5%	9.3%	53.8%	39.2%	38.6%	35.3%	28.6%	27.1%	39.4%	29.9%	28.0%
TEXT	32.8%	47.8%	50.8%	27.0%	21.5%	31.9%	29.6%	38.4%	36.2%	40.2%	32.4%	10.4%	35.6%	39.8%	36.6%	26.0%	37.0%	44.5%	38.3%	44.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
LANDLINE	32.3%	40.1%	44.5%	31.5%	38.7%	44.2%	32.3%	24.3%	40.1%	11.4%	6.6%	38.2%	43.0%	20.1%	30.6%	17.9%	51.9%	22.0%	42.3%	16.8%
MOBILE PHONE	34.9%	44.1%	35.8%	43.9%	45.7%	36.8%	47.6%	30.7%	39.1%	22.2%	39.1%	34.2%	30.9%	39.6%	39.6%	47.2%	24.7%	33.0%	16.3%	41.5%
TEXT	32.8%	15.8%	19.7%	24.6%	15.6%	19.0%	20.0%	45.0%	20.8%	66.4%	54.4%	27.6%	26.1%	40.3%	29.7%	34.9%	23.5%	45.0%	41.3%	41.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
LANDLINE	32.3%	43.5%	26.4%	44.8%	21.7%	26.6%	42.6%	24.8%	32.1%	28.5%	47.6%	22.0%	40.0%	33.4%	44.4%	33.8%	43.7%	30.6%	36.7%	20.4%	34.9%
MOBILE PHONE	34.9%	45.6%	36.9%	47.0%	40.3%	36.4%	34.0%	43.2%	44.5%	29.4%	29.0%	32.1%	21.4%	42.9%	44.0%	46.2%	44.7%	37.4%	33.1%	47.1%	35.8%
TEXT	32.8%	10.9%	36.7%	8.2%	38.0%	37.0%	23.4%	32.1%	23.4%	42.1%	23.4%	45.9%	38.6%	23.7%	11.6%	20.0%	11.6%	32.0%	30.2%	32.5%	29.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
LANDLINE	32.3%	39.3%	37.9%	24.9%	33.9%	37.1%	41.4%	38.2%	38.7%	28.9%	35.7%	18.9%	34.3%	38.3%	36.6%	32.5%	22.1%	21.1%	46.1%	21.5%	45.1%
MOBILE PHONE	34.9%	29.1%	31.3%	29.0%	30.5%	46.9%	37.2%	48.3%	40.1%	32.2%	41.1%	41.3%	46.4%	23.7%	37.9%	24.8%	40.9%	49.0%	41.7%	52.5%	43.4%
TEXT	32.8%	31.6%	30.8%	46.1%	35.6%	16.0%	21.4%	13.5%	21.2%	38.9%	23.1%	39.9%	19.3%	38.0%	25.5%	42.7%	37.0%	29.9%	12.2%	26.0%	11.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
LANDLINE	32.3%	27.4%	26.1%	36.6%	25.1%	35.9%	24.7%	27.7%	45.4%	18.1%	29.6%	37.0%	39.8%	28.3%	26.2%	25.6%	43.9%	27.1%	42.3%
MOBILE PHONE	34.9%	32.3%	24.7%	29.2%	36.6%	36.9%	33.1%	39.6%	39.1%	39.1%	47.1%	25.3%	30.5%	25.1%	33.7%	48.3%	40.0%	51.1%	41.9%
TEXT	32.8%	40.3%	49.2%	34.1%	38.4%	27.2%	42.2%	32.8%	15.4%	42.8%	23.2%	37.7%	29.7%	46.6%	40.2%	26.1%	16.1%	21.7%	15.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
LANDLINE	32.3%	27.6%	38.3%	38.1%	39.7%	90.0%	38.8%	19.3%	30.5%	29.6%	56.7%	-	-	33.6%	45.1%	45.6%	13.3%	100.0%	42.6%		
MOBILE PHONE	34.9%	28.7%	43.2%	45.1%	-	10.0%	7.9%	34.6%	50.3%	52.0%	-	100.0%	88.2%	24.5%	37.0%	39.0%	-	-	-		
TEXT	32.8%	43.7%	18.5%	16.8%	60.3%	-	53.3%	46.2%	19.2%	18.4%	43.3%	-	11.8%	41.9%	17.9%	15.4%	86.7%	-	57.4%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
LANDLINE	32.3%	8.2%	12.6%	21.4%	39.1%	46.9%	10.9%	36.9%	16.9%	43.4%	25.3%	46.9%	7.4%	28.7%	10.6%	35.8%	18.2%	39.7%
MOBILE PHONE	34.9%	51.6%	46.3%	41.2%	30.8%	26.2%	48.4%	32.1%	44.3%	28.2%	39.1%	26.2%	53.5%	39.0%	54.7%	31.5%	45.4%	33.4%
TEXT	32.8%	40.2%	41.0%	37.4%	30.1%	26.9%	40.7%	31.0%	38.8%	28.4%	35.5%	26.9%	39.1%	32.3%	34.7%	32.7%	36.4%	26.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
LANDLINE	32.3%	14.0%	43.2%	22.4%	48.9%	31.3%	51.8%	24.6%	38.3%	100.0%	-	-	10.6%	16.7%	9.6%	23.0%	49.7%
MOBILE PHONE	34.9%	43.8%	26.8%	35.2%	25.9%	33.9%	21.2%	41.7%	29.6%	-	100.0%	-	32.9%	40.2%	49.9%	37.7%	28.7%
TEXT	32.8%	42.2%	30.1%	42.4%	25.2%	34.7%	26.9%	33.7%	32.1%	-	-	100.0%	56.5%	43.1%	40.5%	39.3%	21.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

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	104	52	40	46	57	29	32	25	7	2	20	6	14
LANDLINE	32.3%	9.8%	28.5%	29.0%	43.2%	69.8%	10.6%	14.1%	6.6%	42.0%	-	45.3%	47.6%	44.4%
MOBILE PHONE	34.9%	45.7%	32.0%	40.1%	30.1%	18.5%	36.2%	36.9%	46.2%	2.4%	66.1%	30.1%	22.8%	33.0%
TEXT	32.8%	44.5%	39.5%	30.9%	26.7%	11.7%	53.3%	49.0%	47.2%	55.6%	33.9%	24.6%	29.6%	22.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

BANNER 1

	TOTAL				AREA					VOTER LIKELIHOOD				GENERIC BALLOT			
	HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26	
HD 1	17.0%	100.0%	-	-	-	21.0%	2.0%	1.9%	2.1%	24.1%	24.4%	14.5%	9.9%	10.1%	-	18.3%	
HD 5	21.0%	-	100.0%	-	-	20.8%	21.6%	23.3%	16.1%	21.6%	20.1%	78.9%	19.4%	19.2%	27.0%	26.4%	
HD 23	20.0%	-	-	100.0%	-	17.5%	29.5%	28.8%	31.8%	19.4%	19.9%	-	19.7%	18.9%	50.4%	24.7%	
HD 27	42.0%	-	-	-	100.0%	40.7%	46.9%	45.9%	49.9%	34.9%	35.6%	6.6%	51.0%	51.8%	22.6%	30.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
HD 1	17.0%	41.9%	30.5%	11.4%	11.9%	8.8%	10.8%	20.4%	19.4%	33.0%	-	16.2%	16.6%
HD 5	21.0%	11.1%	13.2%	23.5%	23.2%	19.9%	14.5%	22.0%	22.1%	32.0%	10.7%	13.8%	18.6%
HD 23	20.0%	15.5%	20.2%	8.7%	25.7%	12.7%	21.9%	16.3%	24.3%	24.9%	44.9%	22.8%	14.1%
HD 27	42.0%	31.5%	36.1%	56.4%	39.2%	58.6%	52.8%	41.4%	34.2%	10.0%	44.4%	47.1%	50.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
HD 1	17.0%	21.9%	17.8%	13.4%	12.2%	15.4%	15.4%	-	24.2%	24.7%	-	9.7%	9.9%	-	17.5%
HD 5	21.0%	23.3%	13.1%	25.1%	17.9%	23.4%	18.9%	13.6%	20.7%	20.6%	21.2%	20.6%	19.3%	100.0%	26.0%
HD 23	20.0%	18.8%	22.0%	19.0%	19.6%	22.6%	34.0%	13.6%	19.5%	18.2%	77.4%	19.9%	20.2%	-	24.1%
HD 27	42.0%	36.0%	47.0%	42.4%	50.3%	38.6%	31.7%	72.8%	35.7%	36.5%	1.5%	49.8%	50.6%	-	32.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG		
Total	300	128	123	5	144	139	6	28	33	15
HD 1	17.0%	26.4%	25.7%	45.2%	10.5%	10.9%	-	7.7%	46.1%	14.0%
HD 5	21.0%	21.2%	20.7%	33.9%	19.2%	18.8%	28.6%	29.4%	9.3%	32.5%
HD 23	20.0%	16.2%	16.0%	21.0%	20.9%	20.4%	33.7%	33.0%	10.4%	15.7%
HD 27	42.0%	36.3%	37.7%	-	49.4%	49.9%	37.7%	29.9%	34.3%	37.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	207	67	120	133		160	119		243	33		186	95		85	23		270	23		61	157	82	72	7	3
HD 1	17.0%	19.6%	12.1%	17.4%	17.4%		18.7%	13.5%		18.6%	11.9%		15.7%	18.9%		18.7%	22.4%		16.6%	22.4%		25.6%	10.8%	22.5%	24.2%	14.6%	2.8%
HD 5	21.0%	20.7%	22.9%	25.6%	18.3%		23.7%	17.9%		21.1%	19.7%		22.3%	18.7%		17.0%	24.6%		20.6%	24.6%		21.8%	19.7%	22.9%	23.0%	20.3%	26.0%
HD 23	20.0%	17.1%	29.6%	20.2%	19.0%		18.3%	20.9%		18.8%	15.5%		18.8%	21.1%		20.6%	21.1%		19.4%	21.1%		24.7%	19.5%	17.4%	15.1%	15.5%	71.2%
HD 27	42.0%	42.5%	35.4%	36.8%	45.3%		39.3%	47.8%		41.5%	53.0%		43.3%	41.3%		43.7%	31.8%		43.4%	31.8%		27.9%	50.0%	37.2%	37.7%	49.6%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
HD 1	17.0%	25.8%	13.6%	17.4%	25.4%	8.9%	27.5%	25.2%	22.3%	24.3%	27.9%	5.2%	16.1%	34.7%	4.4%	14.5%
HD 5	21.0%	22.1%	18.5%	25.2%	21.6%	20.5%	20.5%	23.3%	18.4%	21.5%	12.7%	20.4%	25.8%	15.8%	20.1%	25.8%
HD 23	20.0%	21.6%	13.8%	24.7%	27.3%	23.4%	10.1%	25.8%	16.5%	17.7%	19.7%	20.9%	17.0%	-	20.9%	13.5%
HD 27	42.0%	30.5%	54.1%	32.6%	25.7%	47.3%	41.9%	25.6%	42.8%	36.5%	39.7%	53.5%	41.2%	49.5%	54.7%	46.1%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
HD 1	17.0%	31.8%	18.2%	19.1%	16.7%	21.2%	20.2%	15.4%	7.2%	22.2%	0.5%	17.3%	25.9%	13.7%	20.2%	16.7%	17.1%	42.0%	30.1%	17.8%
HD 5	21.0%	19.7%	24.0%	22.2%	23.2%	21.4%	22.2%	21.6%	18.6%	24.0%	27.0%	17.5%	21.7%	24.8%	25.0%	22.5%	18.5%	19.0%	22.4%	23.0%
HD 23	20.0%	17.9%	32.9%	13.7%	16.2%	11.5%	22.8%	20.7%	26.5%	16.0%	18.8%	7.5%	20.6%	19.0%	17.4%	24.2%	22.4%	10.3%	18.1%	22.7%
HD 27	42.0%	30.6%	24.9%	44.9%	43.9%	45.9%	34.8%	42.2%	47.7%	37.8%	53.8%	57.8%	31.8%	42.5%	37.5%	36.6%	42.0%	28.8%	29.4%	36.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
HD 1	17.0%	5.6%	9.0%	10.3%	3.3%	9.3%	9.9%	23.1%	11.0%	22.6%	23.9%	16.0%	9.3%	30.2%	10.9%	31.1%	8.2%	29.4%	16.1%	36.9%
HD 5	21.0%	24.1%	21.8%	17.7%	23.8%	20.9%	18.9%	22.1%	19.9%	30.9%	22.3%	20.6%	16.9%	28.8%	17.7%	30.8%	16.3%	27.1%	17.7%	26.8%
HD 23	20.0%	15.9%	28.2%	16.4%	16.5%	27.7%	10.2%	20.5%	19.8%	-	22.8%	19.0%	27.2%	8.3%	21.2%	9.6%	31.4%	7.1%	25.2%	9.9%
HD 27	42.0%	54.3%	41.0%	55.6%	56.4%	42.1%	61.0%	34.3%	49.3%	46.5%	30.9%	44.4%	46.6%	32.7%	50.1%	28.5%	44.1%	36.3%	41.0%	26.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
HD 1	17.0%	2.6%	18.3%	2.7%	15.5%	21.2%	12.7%	18.4%	19.9%	24.2%	9.2%	27.6%	24.3%	11.9%	3.6%	12.0%	2.2%	17.8%	14.8%	16.2%	21.7%
HD 5	21.0%	16.1%	31.5%	16.6%	31.6%	19.7%	21.6%	23.4%	17.9%	15.9%	23.4%	20.2%	21.6%	18.7%	21.8%	18.7%	21.9%	20.1%	23.4%	20.4%	25.5%
HD 23	20.0%	28.9%	5.5%	26.7%	3.3%	22.0%	19.2%	21.4%	13.1%	22.5%	22.1%	23.7%	13.9%	19.5%	23.0%	15.2%	23.4%	20.4%	18.3%	17.7%	17.4%
HD 27	42.0%	52.4%	44.7%	54.0%	49.5%	37.1%	46.5%	36.9%	49.1%	37.4%	45.3%	28.5%	40.2%	50.0%	51.6%	54.2%	52.5%	41.6%	43.5%	45.7%	35.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
HD 1	17.0%	19.2%	10.4%	27.9%	17.1%	6.9%	11.5%	7.1%	9.0%	16.2%	18.4%	15.4%	19.4%	16.9%	17.8%	18.4%	32.1%	11.3%	8.1%	12.1%	6.4%
HD 5	21.0%	19.8%	22.0%	21.5%	22.1%	18.2%	25.2%	18.6%	24.3%	20.4%	22.0%	20.5%	24.4%	20.3%	20.5%	21.8%	21.7%	17.2%	21.9%	17.3%	21.9%
HD 23	20.0%	22.8%	18.9%	18.9%	19.1%	22.2%	17.3%	19.9%	16.7%	20.7%	18.5%	21.0%	14.1%	20.5%	21.2%	20.4%	15.5%	21.7%	20.6%	17.3%	20.3%
HD 27	42.0%	38.1%	48.6%	31.7%	41.7%	52.8%	46.0%	54.3%	50.0%	42.7%	41.1%	43.1%	42.1%	42.3%	40.6%	39.4%	30.7%	49.9%	49.4%	53.4%	51.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
HD 1	17.0%	14.5%	16.2%	4.6%	17.0%	18.3%	24.1%	55.6%	7.4%	16.4%	18.2%	12.6%	18.3%	17.5%	30.8%	8.1%	8.4%	8.6%	6.7%
HD 5	21.0%	21.4%	14.4%	23.8%	23.7%	21.1%	21.0%	15.9%	22.2%	21.8%	21.8%	21.0%	20.7%	20.9%	22.9%	22.4%	19.4%	23.7%	18.8%
HD 23	20.0%	24.4%	30.1%	29.7%	20.2%	15.4%	11.3%	11.8%	18.9%	23.0%	13.9%	25.8%	16.3%	25.5%	11.8%	22.1%	18.1%	17.4%	17.8%
HD 27	42.0%	39.6%	39.3%	41.8%	39.1%	45.2%	43.6%	16.8%	51.5%	38.8%	46.1%	40.5%	44.7%	36.1%	34.5%	47.5%	54.0%	50.3%	56.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
HD 1	17.0%	24.0%	8.3%	7.6%	25.6%	-	24.5%	22.6%	11.6%	10.5%	42.0%	-	-	25.0%	5.5%	5.0%	-	-	26.9%		
HD 5	21.0%	21.1%	20.5%	20.5%	19.4%	100.0%	14.0%	23.6%	18.5%	18.3%	14.8%	100.0%	100.0%	19.3%	22.3%	22.4%	26.5%	100.0%	5.5%		
HD 23	20.0%	19.8%	20.3%	18.6%	55.1%	-	61.5%	24.9%	11.7%	10.6%	43.3%	-	-	16.1%	27.7%	25.7%	73.5%	-	67.5%		
HD 27	42.0%	35.1%	50.9%	53.3%	-	-	-	28.9%	58.2%	60.6%	-	-	-	39.7%	44.5%	46.9%	-	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39	
HD 1	17.0%	20.7%	19.4%	26.7%	13.7%	10.8%	19.9%	16.4%	23.8%	12.1%	20.0%	10.8%	27.7%	15.0%	23.4%	12.6%	19.7%	12.0%	
HD 5	21.0%	27.7%	24.0%	20.6%	21.4%	18.4%	25.4%	20.0%	22.6%	19.7%	22.2%	18.4%	23.4%	20.7%	23.4%	19.5%	22.8%	17.6%	
HD 23	20.0%	23.6%	13.1%	18.4%	28.4%	16.1%	17.2%	20.6%	17.9%	21.6%	21.9%	16.1%	12.8%	20.3%	16.9%	20.5%	21.2%	13.4%	
HD 27	42.0%	27.9%	43.5%	34.3%	36.6%	54.8%	37.4%	43.0%	35.6%	46.7%	36.0%	54.8%	36.0%	44.0%	36.3%	47.4%	36.3%	56.9%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
HD 1	17.0%	12.9%	17.5%	24.2%	11.7%	20.2%	9.9%	17.4%	16.7%	7.4%	22.5%	20.6%	21.2%	19.7%	10.2%	15.6%	17.6%
HD 5	21.0%	27.2%	19.4%	22.0%	19.9%	21.6%	18.9%	21.4%	20.7%	18.0%	24.2%	20.6%	16.2%	22.8%	34.1%	21.3%	17.8%
HD 23	20.0%	21.1%	20.9%	18.8%	22.3%	22.4%	17.9%	18.9%	20.9%	25.8%	11.3%	23.5%	12.9%	17.5%	16.1%	19.1%	23.1%
HD 27	42.0%	38.7%	42.3%	35.0%	46.2%	35.7%	53.3%	42.4%	41.7%	48.8%	42.0%	35.3%	49.8%	40.0%	39.5%	44.0%	41.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

28. HD:

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	104	52	40	46	57	29	32	25	7	2	20	6	14	
HD 1	17.0%	18.4%	18.3%	25.6%	22.4%	2.9%	23.5%	26.2%	29.8%	12.8%	49.8%	12.8%	29.6%	6.2%	
HD 5	21.0%	21.6%	29.2%	22.1%	17.7%	14.2%	29.5%	12.9%	13.4%	10.7%	50.2%	27.2%	8.2%	34.7%	
HD 23	20.0%	20.1%	11.5%	14.0%	25.7%	27.2%	18.9%	12.2%	10.5%	18.6%	-	25.1%	62.2%	10.4%	
HD 27	42.0%	39.8%	41.0%	38.2%	34.2%	55.7%	28.1%	48.7%	46.3%	57.9%	-	34.9%	-	48.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. Voter Household General Election History:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
NEWLY REGISTERED	5.4%	6.7%	4.2%	3.5%	6.4%	5.1%	6.7%	6.3%	8.1%	8.5%	8.8%	-	2.2%	2.2%	2.9%	6.5%
1 OF 4	17.2%	19.9%	18.7%	15.0%	16.3%	17.2%	16.9%	15.6%	21.1%	19.6%	19.2%	36.8%	15.2%	15.6%	-	14.7%
2 OF 4	10.3%	6.2%	16.7%	8.3%	9.7%	9.5%	13.4%	7.7%	32.0%	8.0%	7.8%	13.9%	11.8%	11.8%	11.8%	14.6%
3 OF 4	20.8%	19.2%	21.1%	19.8%	21.8%	18.6%	29.2%	28.4%	31.6%	21.3%	21.0%	34.5%	20.6%	20.6%	21.0%	19.2%
4 OF 4	46.3%	48.0%	39.4%	53.4%	45.7%	49.6%	33.8%	41.9%	7.3%	42.5%	43.3%	14.8%	50.2%	49.8%	64.4%	45.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. Voter Household General Election History:

BANNER 2

	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN				
	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	39	21	70	170	55	25	74	146	6	2	36	109
NEWLY REGISTERED	5.4%	10.1%	-	11.4%	2.5%	1.0%	8.8%	10.2%	4.1%	8.4%	-	7.6%	9.4%
1 OF 4	17.2%	21.3%	12.3%	16.9%	16.9%	15.2%	22.3%	15.6%	17.8%	19.2%	0.4%	18.5%	18.9%
2 OF 4	10.3%	8.7%	27.8%	11.4%	8.1%	16.2%	12.7%	7.3%	9.2%	23.0%	45.6%	21.9%	13.5%
3 OF 4	20.8%	20.3%	15.5%	19.5%	22.1%	12.1%	21.8%	23.7%	22.5%	5.0%	-	12.4%	19.2%
4 OF 4	46.3%	39.6%	44.5%	40.8%	50.3%	55.5%	34.4%	43.3%	46.5%	44.5%	54.0%	39.6%	39.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
NEWLY REGISTERED	5.4%	7.2%	6.2%	3.5%	0.4%	-	2.8%	17.1%	9.4%	9.7%	-	0.4%	0.5%	-	11.6%
1 OF 4	17.2%	22.8%	10.1%	9.3%	16.3%	32.9%	21.8%	9.3%	19.1%	18.7%	37.9%	15.2%	15.1%	21.5%	16.9%
2 OF 4	10.3%	8.9%	11.5%	11.5%	14.2%	8.9%	3.3%	10.8%	7.4%	7.5%	7.0%	11.3%	11.3%	12.5%	22.8%
3 OF 4	20.8%	25.0%	13.7%	27.5%	17.7%	6.8%	1.4%	11.6%	20.3%	20.7%	6.7%	22.3%	22.0%	40.4%	13.9%
4 OF 4	46.3%	36.1%	58.5%	48.3%	51.3%	51.4%	70.8%	51.2%	43.6%	43.5%	48.4%	50.7%	51.2%	25.6%	34.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. Voter Household General Election History:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	
							FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
NEWLY REGISTERED	5.4%	9.1%	9.5%	-	1.1%	1.0%	4.0%	10.6%	8.7%	16.0%
1 OF 4	17.2%	20.6%	21.0%	11.6%	15.4%	15.2%	21.7%	10.2%	21.1%	12.2%
2 OF 4	10.3%	8.1%	8.4%	1.3%	11.1%	11.4%	4.8%	16.1%	9.1%	29.2%
3 OF 4	20.8%	22.0%	21.9%	24.1%	22.6%	22.7%	20.4%	6.2%	23.7%	5.5%
4 OF 4	46.3%	40.1%	39.3%	63.0%	49.7%	49.8%	49.1%	56.9%	37.4%	37.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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						
Total	300	207	67	120	133		160	119	243	33		186	95	85	23	270	23	61	157	82	72	7	3
NEWLY REGISTERED	5.4%	5.1%	2.4%	5.1%	4.4%		6.8%	1.8%	4.8%	7.6%		4.7%	2.7%	7.9%	1.6%	5.7%	1.6%	11.9%	1.0%	9.0%	8.3%	12.9%	15.8%
1 OF 4	17.2%	18.4%	13.6%	19.3%	14.0%		23.0%	10.5%	19.1%	11.7%		16.9%	16.4%	20.8%	7.7%	18.1%	7.7%	31.0%	13.9%	13.1%	13.3%	15.5%	2.4%
2 OF 4	10.3%	13.4%	4.3%	16.6%	6.5%		9.8%	11.7%	10.4%	11.2%		11.7%	8.2%	8.2%	8.4%	10.6%	8.4%	8.9%	11.2%	9.6%	6.0%	15.5%	74.1%
3 OF 4	20.8%	22.0%	19.3%	22.9%	18.3%		21.5%	19.8%	22.2%	16.0%		19.1%	25.1%	19.1%	40.6%	19.1%	40.6%	21.4%	18.5%	24.8%	25.1%	30.8%	4.9%
4 OF 4	46.3%	41.1%	60.5%	36.1%	56.8%		39.0%	56.1%	43.4%	53.4%		47.6%	47.5%	43.9%	41.7%	46.5%	41.7%	26.8%	55.4%	43.5%	47.2%	25.3%	2.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
NEWLY REGISTERED	5.4%	12.5%	0.1%	6.6%	11.4%	1.6%	11.4%	14.3%	0.5%	9.2%	-	1.3%	8.7%	-	1.3%	9.7%
1 OF 4	17.2%	31.7%	12.0%	10.6%	30.5%	15.2%	15.5%	26.4%	15.2%	13.5%	54.3%	13.1%	10.8%	43.0%	12.9%	9.1%
2 OF 4	10.3%	15.8%	13.6%	8.2%	3.0%	9.6%	10.9%	10.2%	7.0%	9.4%	1.8%	13.0%	9.5%	2.3%	13.3%	10.7%
3 OF 4	20.8%	19.0%	18.2%	27.9%	23.4%	18.6%	21.8%	18.9%	12.8%	24.3%	33.8%	21.3%	27.6%	42.1%	21.6%	27.3%
4 OF 4	46.3%	21.0%	56.1%	46.7%	31.7%	54.9%	40.3%	30.2%	64.5%	43.7%	10.1%	51.2%	43.4%	12.6%	50.8%	43.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
NEWLY REGISTERED	5.4%	9.2%	19.4%	2.0%	3.5%	0.7%	3.8%	8.4%	14.2%	3.6%	2.0%	0.8%	0.6%	7.7%	2.7%	5.7%	9.1%	1.0%	5.7%	10.9%
1 OF 4	17.2%	33.5%	19.6%	20.7%	20.6%	20.8%	15.3%	17.9%	17.1%	18.6%	1.4%	15.6%	18.5%	16.9%	23.6%	13.3%	18.9%	21.4%	15.9%	18.0%
2 OF 4	10.3%	5.6%	15.5%	9.4%	9.2%	9.5%	7.7%	9.2%	13.5%	5.7%	2.9%	12.8%	11.2%	7.1%	7.4%	5.5%	11.3%	10.5%	9.6%	6.1%
3 OF 4	20.8%	23.1%	21.1%	22.0%	19.8%	23.9%	24.9%	18.4%	24.4%	13.4%	10.2%	23.0%	31.9%	18.1%	21.4%	20.6%	18.6%	23.8%	21.1%	17.6%
4 OF 4	46.3%	28.5%	24.4%	45.9%	46.8%	45.1%	48.4%	46.2%	30.7%	58.7%	83.5%	47.8%	37.8%	50.4%	44.8%	54.8%	42.1%	43.4%	47.7%	47.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	
Total	300	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
NEWLY REGISTERED	5.4%	2.7%	1.7%	2.7%	2.8%	1.8%	3.0%	8.4%	2.3%	19.5%	7.2%	5.2%	4.0%	7.6%	4.1%	4.9%	4.0%	10.0%	6.6%	11.0%
1 OF 4	17.2%	20.5%	14.4%	17.4%	21.2%	12.9%	13.1%	20.0%	13.9%	58.5%	32.6%	13.8%	15.9%	22.1%	12.7%	23.6%	18.2%	20.7%	18.3%	22.7%
2 OF 4	10.3%	7.9%	5.5%	16.1%	8.2%	5.6%	17.7%	8.8%	11.8%	8.0%	14.0%	8.6%	8.3%	9.8%	11.0%	13.4%	6.3%	6.6%	7.3%	6.9%
3 OF 4	20.8%	21.1%	29.1%	20.2%	21.4%	29.9%	20.6%	20.5%	21.3%	5.5%	22.3%	20.8%	15.9%	23.9%	15.3%	22.5%	16.3%	25.2%	11.0%	20.9%
4 OF 4	46.3%	47.9%	49.3%	43.6%	46.4%	49.8%	45.5%	42.3%	50.8%	8.5%	24.0%	51.5%	55.9%	36.6%	56.8%	35.6%	55.2%	37.5%	56.9%	38.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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 COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43
NEWLY REGISTERED	5.4%	1.5%	1.5%	1.6%	1.7%	6.1%	2.8%	4.2%	0.7%	8.1%	3.8%	8.7%	3.7%	2.4%	2.1%	2.6%	2.1%	6.2%	3.3%	4.6%	3.4%
1 OF 4	17.2%	13.3%	20.7%	10.6%	22.3%	16.8%	15.6%	12.4%	20.1%	21.4%	13.4%	17.7%	15.9%	15.6%	15.0%	12.2%	15.2%	16.9%	18.5%	14.0%	20.0%
2 OF 4	10.3%	9.3%	14.5%	9.6%	16.0%	9.3%	11.6%	12.4%	11.2%	6.0%	11.9%	8.8%	7.7%	9.8%	14.7%	10.6%	15.0%	9.2%	9.8%	12.1%	8.8%
3 OF 4	20.8%	20.9%	29.6%	21.5%	30.5%	20.5%	20.8%	22.1%	19.8%	18.9%	21.3%	19.3%	20.0%	22.4%	21.5%	23.0%	21.8%	21.2%	20.2%	24.3%	15.4%
4 OF 4	46.3%	55.1%	33.7%	56.7%	29.5%	47.2%	49.2%	48.9%	48.2%	45.5%	49.6%	45.6%	52.5%	49.9%	46.7%	51.6%	45.9%	46.5%	48.2%	45.0%	52.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
NEWLY REGISTERED	5.4%	7.7%	3.3%	9.3%	5.5%	3.0%	-	3.0%	-	6.4%	1.1%	6.7%	0.8%	6.1%	1.4%	8.1%	2.6%	2.5%	0.1%	2.7%	0.1%
1 OF 4	17.2%	19.3%	17.5%	14.4%	24.6%	19.5%	9.4%	17.1%	9.1%	21.6%	12.9%	17.3%	13.0%	25.6%	12.9%	20.2%	16.3%	24.5%	10.1%	19.6%	10.5%
2 OF 4	10.3%	6.7%	10.4%	7.5%	6.7%	10.9%	13.9%	11.2%	15.1%	8.9%	9.7%	11.5%	7.0%	6.4%	11.4%	6.5%	7.9%	13.6%	10.9%	14.6%	11.3%
3 OF 4	20.8%	18.6%	23.4%	22.9%	15.0%	19.5%	28.2%	20.0%	28.9%	17.8%	23.9%	20.9%	24.6%	15.0%	23.4%	15.5%	24.5%	23.3%	23.5%	24.5%	23.8%
4 OF 4	46.3%	47.7%	45.5%	46.0%	48.1%	47.2%	48.6%	48.6%	47.0%	45.3%	52.4%	43.6%	54.7%	47.0%	50.9%	49.7%	48.8%	36.1%	55.4%	38.6%	54.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. Voter Household General Election History:

BANNER 11

	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	PRO-LIFE
Total	300	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68
NEWLY REGISTERED	5.4%	7.7%	8.4%	4.7%	8.4%	2.7%	6.3%	-	0.6%	7.9%	1.2%	7.6%	3.5%	8.9%	6.0%	5.3%	-	5.6%	-
1 OF 4	17.2%	19.4%	27.5%	17.7%	16.4%	14.3%	20.1%	31.1%	7.1%	14.6%	15.1%	24.3%	13.8%	14.2%	21.5%	30.6%	8.3%	26.5%	8.3%
2 OF 4	10.3%	8.6%	7.0%	7.5%	9.6%	14.0%	11.7%	8.7%	16.7%	11.3%	16.7%	5.8%	12.4%	10.0%	9.1%	5.4%	17.5%	5.7%	18.4%
3 OF 4	20.8%	18.2%	19.3%	21.6%	16.6%	23.9%	25.6%	24.8%	22.5%	23.5%	20.5%	12.7%	26.1%	17.2%	25.2%	20.3%	23.1%	21.5%	23.2%
4 OF 4	46.3%	46.1%	37.8%	48.5%	49.0%	45.1%	36.3%	35.3%	53.1%	42.7%	46.5%	49.6%	44.2%	49.7%	38.2%	38.4%	51.1%	40.7%	50.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2
NEWLY REGISTERED	5.4%	8.1%	2.1%	2.2%	-	-	-	8.8%	0.2%	0.2%	-	-	-	7.5%	3.8%	4.0%	-	-	-
1 OF 4	17.2%	17.9%	16.0%	14.4%	55.1%	90.0%	30.6%	13.3%	18.2%	17.0%	43.3%	-	88.2%	21.3%	14.1%	12.2%	73.5%	100.0%	24.9%
2 OF 4	10.3%	8.9%	11.7%	12.3%	-	-	-	12.1%	12.6%	13.1%	-	-	-	6.6%	11.0%	11.6%	-	-	-
3 OF 4	20.8%	19.1%	23.1%	23.6%	5.2%	10.0%	24.5%	18.8%	24.5%	25.4%	-	100.0%	-	19.4%	21.9%	22.0%	13.3%	-	26.9%
4 OF 4	46.3%	46.0%	47.1%	47.5%	39.7%	-	44.9%	47.0%	44.6%	44.3%	56.7%	-	11.8%	45.2%	49.2%	50.2%	13.3%	-	48.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
NEWLY REGISTERED	5.4%	19.0%	10.6%	4.0%	5.3%	1.9%	13.9%	3.6%	8.2%	3.4%	7.1%	1.9%	11.4%	3.2%	6.3%	3.5%	5.1%	4.0%
1 OF 4	17.2%	48.0%	32.1%	17.4%	13.7%	8.0%	38.3%	12.6%	26.3%	10.6%	21.5%	8.0%	34.6%	11.2%	26.4%	7.2%	20.1%	5.2%
2 OF 4	10.3%	17.0%	10.5%	9.2%	12.1%	8.2%	13.0%	9.7%	10.8%	9.9%	11.3%	8.2%	13.1%	12.2%	11.9%	12.8%	13.0%	11.0%
3 OF 4	20.8%	11.2%	30.2%	24.1%	25.1%	13.9%	22.8%	20.4%	23.5%	18.9%	24.1%	13.9%	27.7%	19.9%	25.1%	18.5%	22.2%	19.7%
4 OF 4	46.3%	4.9%	16.6%	45.3%	43.7%	68.1%	12.0%	53.7%	31.2%	57.2%	36.0%	68.1%	13.1%	53.4%	30.2%	58.0%	39.6%	60.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
NEWLY REGISTERED	5.4%	16.1%	3.9%	9.8%	3.4%	8.8%	0.4%	4.8%	5.9%	1.8%	5.1%	9.3%	100.0%	-	-	-	-
1 OF 4	17.2%	41.6%	13.6%	26.2%	13.0%	22.6%	9.9%	15.7%	18.3%	8.9%	19.7%	22.6%	-	100.0%	-	-	-
2 OF 4	10.3%	12.9%	7.8%	9.8%	7.9%	9.9%	6.3%	12.4%	8.6%	3.1%	14.7%	12.7%	-	-	100.0%	-	-
3 OF 4	20.8%	18.3%	20.8%	22.2%	19.1%	25.8%	9.9%	21.4%	20.4%	14.9%	22.4%	24.9%	-	-	-	100.0%	-
4 OF 4	46.3%	11.1%	53.9%	32.0%	56.6%	33.0%	73.6%	45.7%	46.8%	71.4%	38.0%	30.5%	-	-	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

29. 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	104	52	40	46	57	29	32	25	7	2	20	6	14	
NEWLY REGISTERED	5.4%	15.6%	-	-	-	-	25.7%	-	-	-	-	-	-	-	
1 OF 4	17.2%	36.5%	25.3%	0.6%	-	-	21.5%	12.6%	16.0%	-	-	2.6%	-	3.6%	
2 OF 4	10.3%	18.4%	16.9%	6.0%	1.1%	-	17.3%	4.4%	5.5%	-	-	7.5%	-	10.5%	
3 OF 4	20.8%	23.1%	27.9%	27.3%	20.8%	5.6%	33.7%	24.1%	22.8%	28.7%	37.7%	11.9%	22.8%	7.6%	
4 OF 4	46.3%	6.3%	29.9%	66.1%	78.1%	94.4%	1.7%	59.0%	55.6%	71.3%	62.3%	78.0%	77.2%	78.3%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

BANNER 1

	TOTAL	AREA				VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 1	HD 5	HD 23	HD 27	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	51	63	60	126	237	63	48	15	135	132	4	139	136	4	26
0 OF 4	34.7%	37.5%	35.7%	34.8%	32.9%	32.4%	43.0%	36.3%	65.0%	36.7%	36.0%	60.4%	30.4%	30.4%	29.5%	47.2%
1 OF 4	17.5%	18.9%	24.3%	10.0%	17.1%	17.6%	17.0%	16.2%	19.4%	24.2%	24.0%	31.3%	11.7%	11.7%	12.3%	13.1%
2 OF 4	13.4%	20.1%	14.1%	9.4%	12.2%	15.0%	7.2%	7.0%	7.7%	14.3%	14.6%	0.3%	12.2%	12.6%	-	14.8%
3 OF 4	15.4%	20.2%	13.0%	19.8%	12.5%	17.0%	9.2%	12.0%	0.3%	13.5%	13.8%	-	18.4%	17.4%	53.9%	8.9%
4 OF 4	19.1%	3.2%	13.0%	26.0%	25.4%	17.9%	23.6%	28.5%	7.6%	11.4%	11.5%	8.0%	27.2%	27.8%	4.3%	16.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	39	21	70	170	55	25	74	146	6	2	36	109
0 OF 4	34.7%	38.2%	43.5%	44.8%	28.6%	29.8%	47.7%	38.0%	32.5%	30.4%	44.8%	48.3%	45.2%
1 OF 4	17.5%	26.2%	11.9%	16.0%	16.8%	12.8%	31.0%	16.7%	17.3%	20.2%	-	20.6%	18.2%
2 OF 4	13.4%	17.9%	2.7%	9.2%	15.3%	10.2%	6.9%	12.2%	16.3%	22.0%	9.2%	9.2%	10.3%
3 OF 4	15.4%	17.7%	24.3%	9.1%	16.4%	15.5%	5.2%	13.8%	17.9%	27.4%	1.2%	12.5%	11.7%
4 OF 4	19.1%	-	17.6%	20.9%	23.0%	31.7%	9.2%	19.2%	16.0%	-	44.9%	9.3%	14.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	122	44	62	35	12	12	12	140	136	3	139	137	2	21
0 OF 4	34.7%	40.7%	27.2%	28.9%	33.5%	48.6%	22.8%	31.9%	37.8%	37.5%	50.1%	28.3%	28.1%	42.0%	55.8%
1 OF 4	17.5%	24.6%	14.5%	9.7%	13.4%	12.4%	12.2%	18.7%	22.9%	23.4%	-	12.1%	12.0%	19.8%	17.2%
2 OF 4	13.4%	10.6%	14.8%	16.5%	10.7%	3.3%	18.3%	33.2%	13.1%	12.3%	49.9%	13.7%	13.6%	20.6%	12.5%
3 OF 4	15.4%	8.3%	24.1%	17.7%	24.6%	8.9%	37.4%	0.3%	14.5%	14.8%	-	17.7%	17.7%	17.6%	5.7%
4 OF 4	19.1%	15.8%	19.5%	27.2%	17.8%	26.8%	9.3%	15.8%	11.7%	12.0%	-	28.2%	28.6%	-	8.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR-	UNDE-	
		VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	ABLE HANIG	CIED	
							FIRM UNDE- CIED	VOTE HANIG	BOTH BAL- LOTS	
Total	300	128	123	5	144	139	6	28	33	15
0 OF 4	34.7%	38.2%	38.5%	31.0%	31.1%	30.6%	43.0%	36.6%	36.7%	56.8%
1 OF 4	17.5%	23.8%	24.5%	5.5%	12.1%	12.4%	7.1%	16.1%	30.6%	16.8%
2 OF 4	13.4%	13.8%	12.1%	57.0%	12.6%	12.9%	4.8%	15.3%	17.1%	10.3%
3 OF 4	15.4%	14.0%	14.5%	0.6%	18.1%	17.9%	21.9%	8.1%	15.6%	4.1%
4 OF 4	19.1%	10.2%	10.4%	5.9%	26.1%	26.2%	23.3%	23.9%	-	12.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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 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	207	67	120	133		160	119	243	33	186	95	85	23	270	23	61	157	82	72	7	3
0 OF 4	34.7%	38.1%	22.1%	41.4%	28.0%		42.9%	23.5%	36.6%	32.6%	33.9%	36.4%	37.5%	33.3%	35.0%	33.3%	51.1%	28.0%	35.1%	33.3%	28.1%	89.5%
1 OF 4	17.5%	17.4%	19.5%	17.4%	16.1%		18.6%	16.8%	17.9%	13.8%	12.6%	23.4%	24.0%	31.4%	16.2%	31.4%	25.5%	12.8%	20.4%	22.7%	4.3%	5.0%
2 OF 4	13.4%	12.5%	13.4%	7.8%	18.2%		11.8%	13.7%	13.2%	9.4%	11.9%	12.9%	14.3%	13.9%	12.7%	13.9%	10.6%	14.3%	13.7%	13.1%	24.4%	2.8%
3 OF 4	15.4%	15.5%	19.1%	15.9%	18.2%		14.9%	16.4%	13.8%	21.4%	18.1%	13.1%	11.3%	9.0%	16.0%	9.0%	9.8%	15.3%	19.7%	18.5%	38.9%	2.7%
4 OF 4	19.1%	16.6%	25.9%	17.5%	19.5%		11.9%	29.7%	18.5%	22.9%	23.4%	14.1%	12.9%	12.4%	20.2%	12.4%	3.0%	29.6%	11.2%	12.4%	4.2%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

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	28	63	41	33	94	41	51	51	65	10	105	17	8	103	15
0 OF 4	34.7%	60.7%	31.5%	36.8%	43.1%	25.7%	33.4%	48.5%	20.9%	35.1%	64.6%	31.4%	35.0%	55.9%	31.6%	33.8%
1 OF 4	17.5%	24.6%	14.2%	19.8%	26.3%	11.8%	21.0%	27.0%	15.9%	21.5%	18.0%	11.3%	15.0%	22.4%	11.5%	15.7%
2 OF 4	13.4%	4.8%	12.5%	11.0%	15.4%	15.5%	16.4%	11.3%	16.6%	14.2%	7.3%	12.9%	12.0%	9.0%	12.1%	13.4%
3 OF 4	15.4%	7.5%	18.0%	19.2%	11.8%	13.5%	20.1%	9.7%	18.2%	19.7%	10.1%	13.9%	19.9%	12.6%	14.1%	16.8%
4 OF 4	19.1%	2.5%	23.8%	13.2%	3.4%	33.5%	9.1%	3.6%	28.3%	9.5%	-	30.4%	18.2%	-	30.7%	20.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	38	19	62	29	33	84	129	58	71	12	23	32	64	39	53	65	23	44	89
0 OF 4	34.7%	45.8%	57.4%	33.4%	35.3%	31.7%	39.5%	32.7%	46.4%	21.5%	3.5%	28.3%	54.5%	35.7%	36.3%	30.4%	29.7%	34.8%	42.5%	31.1%
1 OF 4	17.5%	28.8%	22.8%	12.2%	14.7%	9.9%	10.3%	22.2%	18.0%	25.5%	7.2%	19.1%	11.8%	18.7%	8.1%	9.4%	25.6%	14.0%	13.3%	24.7%
2 OF 4	13.4%	11.1%	7.5%	15.9%	10.6%	20.7%	11.0%	13.2%	10.0%	15.8%	16.9%	10.1%	3.2%	12.6%	19.3%	15.7%	13.8%	20.8%	13.3%	13.9%
3 OF 4	15.4%	12.0%	7.5%	15.5%	16.9%	14.1%	17.8%	14.5%	8.4%	19.4%	12.5%	11.9%	19.2%	16.5%	17.5%	16.9%	12.5%	20.0%	14.9%	15.8%
4 OF 4	19.1%	2.3%	4.8%	23.1%	22.5%	23.6%	21.5%	17.5%	17.2%	17.7%	59.9%	30.5%	11.4%	16.5%	18.8%	27.5%	18.5%	10.5%	16.0%	14.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	39	40	39	37	39	36	145	152	2	51	242	167	95	70	44	97	51	83	61
0 OF 4	34.7%	32.9%	36.2%	36.2%	34.1%	35.2%	32.7%	39.3%	30.0%	49.7%	58.0%	29.1%	25.7%	48.4%	27.5%	55.2%	24.5%	42.4%	25.0%	48.3%
1 OF 4	17.5%	10.9%	6.6%	16.2%	11.1%	6.8%	17.3%	22.4%	12.6%	31.5%	13.5%	18.1%	18.0%	13.6%	16.3%	16.5%	19.2%	11.0%	24.9%	12.6%
2 OF 4	13.4%	12.4%	8.5%	11.7%	9.9%	8.7%	12.8%	12.8%	13.9%	12.4%	11.8%	13.6%	12.6%	15.9%	13.3%	9.8%	12.1%	21.2%	11.4%	16.8%
3 OF 4	15.4%	12.9%	21.0%	11.5%	12.9%	21.6%	10.4%	13.3%	17.5%	6.4%	10.3%	16.9%	17.1%	14.7%	20.6%	12.7%	14.6%	16.4%	17.0%	16.0%
4 OF 4	19.1%	30.8%	27.7%	24.5%	32.0%	27.6%	26.9%	12.3%	26.0%	-	6.5%	22.3%	26.6%	7.5%	22.4%	5.8%	29.6%	9.0%	21.7%	6.3%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

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	83	33	81	30	149	116	76	38	73	78	89	51	60	65	56	64	182	110	84	43	
0 OF 4	34.7%	26.3%	48.5%	24.0%	52.0%	35.7%	31.7%	35.9%	36.2%	35.5%	29.6%	35.9%	31.2%	35.4%	31.9%	33.0%	32.3%	36.9%	29.8%	41.0%	32.0%	
1 OF 4	17.5%	11.0%	15.0%	11.4%	15.7%	17.0%	16.3%	19.2%	23.0%	14.8%	13.1%	20.6%	20.5%	11.7%	13.1%	12.4%	13.2%	17.5%	16.5%	18.7%	16.2%	
2 OF 4	13.4%	13.8%	14.5%	14.2%	12.4%	11.1%	16.8%	9.6%	14.6%	12.6%	17.8%	11.9%	17.9%	9.8%	15.9%	10.3%	14.8%	14.3%	11.5%	13.1%	6.3%	
3 OF 4	15.4%	17.3%	12.2%	17.9%	10.1%	17.3%	11.9%	16.5%	9.7%	18.1%	13.0%	15.7%	15.8%	19.6%	8.9%	19.4%	9.0%	16.2%	15.0%	15.0%	20.3%	
4 OF 4	19.1%	31.6%	9.8%	32.5%	9.8%	19.0%	23.3%	18.9%	16.6%	19.0%	26.5%	15.9%	14.5%	23.5%	30.2%	24.9%	30.7%	15.1%	27.2%	12.3%	25.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. Primary Vote Frequency:

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	98	67	96	66	86	43	84	40	143	131	69	50	74	81	99	56	44	74	41	71
0 OF 4	34.7%	33.4%	28.4%	35.9%	31.2%	37.9%	27.9%	36.0%	28.4%	34.0%	29.5%	40.6%	28.3%	27.7%	30.2%	28.2%	36.1%	47.2%	24.2%	44.0%	24.4%
1 OF 4	17.5%	16.5%	16.7%	22.6%	20.1%	11.8%	11.0%	12.1%	11.2%	20.5%	15.5%	17.5%	22.5%	23.2%	11.2%	25.1%	15.9%	9.8%	15.0%	10.5%	15.4%
2 OF 4	13.4%	15.3%	14.9%	15.2%	11.6%	13.4%	10.9%	13.8%	9.0%	16.1%	11.0%	13.3%	6.1%	18.7%	14.1%	14.2%	16.8%	20.0%	6.7%	20.9%	5.7%
3 OF 4	15.4%	17.3%	11.6%	18.5%	14.4%	13.8%	15.9%	14.2%	14.8%	13.1%	19.0%	16.1%	17.9%	10.4%	19.7%	14.2%	23.3%	10.8%	15.8%	11.6%	15.1%
4 OF 4	19.1%	17.5%	28.5%	7.9%	22.7%	23.1%	34.3%	23.8%	36.5%	16.3%	25.0%	12.4%	25.2%	19.9%	24.9%	18.3%	7.9%	12.1%	38.3%	13.0%	39.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	141	35	26	80	129	49	12	68	71	50	70	80	97	57	44	71	41	68	
0 OF 4	34.7%	39.0%	34.5%	34.1%	42.6%	32.2%	41.1%	31.1%	26.0%	42.3%	34.8%	35.8%	30.6%	36.9%	34.1%	43.8%	30.5%	40.5%	30.9%	
1 OF 4	17.5%	17.2%	27.4%	13.8%	13.9%	17.3%	22.9%	9.0%	14.8%	15.2%	21.4%	19.3%	14.8%	19.7%	21.8%	11.5%	13.7%	12.2%	14.2%	
2 OF 4	13.4%	14.5%	16.2%	15.4%	13.5%	12.6%	12.6%	16.1%	11.9%	12.9%	8.8%	16.2%	15.0%	13.1%	17.4%	17.8%	8.5%	18.9%	7.2%	
3 OF 4	15.4%	13.6%	16.3%	9.6%	13.6%	17.9%	16.3%	27.6%	17.2%	18.2%	12.6%	8.8%	21.1%	13.2%	20.7%	14.3%	15.7%	15.2%	15.0%	
4 OF 4	19.1%	15.6%	5.6%	27.1%	16.3%	20.0%	7.0%	16.1%	30.1%	11.4%	22.4%	19.9%	18.5%	17.1%	6.0%	12.5%	31.6%	13.2%	32.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	167	132	126	4	0	2	70	61	59	2	0	0	97	71	67	1	0	2		
0 OF 4	34.7%	34.8%	34.4%	33.4%	55.1%	100.0%	47.2%	39.8%	38.4%	38.4%	43.3%	100.0%	-	31.2%	30.9%	29.1%	73.5%	100.0%	51.9%		
1 OF 4	17.5%	21.4%	12.3%	12.7%	-	-	14.0%	20.1%	16.0%	16.3%	-	-	100.0%	22.4%	9.1%	9.5%	-	-	5.5%		
2 OF 4	13.4%	14.1%	12.4%	12.1%	30.7%	-	-	8.8%	12.3%	11.2%	42.0%	-	-	17.9%	12.5%	12.8%	13.3%	-	-		
3 OF 4	15.4%	16.2%	14.4%	14.3%	5.2%	-	38.8%	16.8%	15.4%	16.0%	-	-	-	15.8%	13.5%	12.8%	13.3%	-	42.6%		
4 OF 4	19.1%	13.5%	26.5%	27.5%	9.0%	-	-	14.5%	17.9%	18.1%	14.8%	-	-	12.7%	34.0%	35.8%	-	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	21	33	72	77	96	53	246	126	174	203	96	25	106	59	73	92	39
0 OF 4	34.7%	71.6%	59.6%	31.3%	33.3%	21.7%	64.3%	28.2%	45.3%	26.9%	40.8%	21.7%	60.6%	34.1%	45.9%	33.9%	42.1%	32.4%
1 OF 4	17.5%	17.3%	14.4%	25.3%	15.6%	14.1%	15.5%	17.9%	21.2%	14.8%	19.0%	14.1%	17.7%	18.3%	23.7%	13.8%	19.9%	14.0%
2 OF 4	13.4%	4.8%	6.6%	12.2%	19.0%	13.9%	5.9%	15.0%	9.6%	16.1%	13.1%	13.9%	5.1%	11.7%	5.0%	14.8%	9.2%	13.2%
3 OF 4	15.4%	2.4%	8.4%	20.0%	20.3%	13.2%	6.0%	17.4%	14.1%	16.3%	16.5%	13.2%	10.3%	17.6%	16.9%	15.6%	19.9%	7.3%
4 OF 4	19.1%	3.9%	11.0%	11.1%	11.8%	37.2%	8.2%	21.5%	9.9%	25.9%	10.6%	37.2%	6.4%	18.4%	8.6%	22.0%	8.8%	33.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	28	140	67	101	111	57	132	168	97	105	98	16	51	31	62	139
0 OF 4	34.7%	67.6%	23.7%	44.8%	21.8%	39.6%	14.3%	39.3%	31.0%	10.6%	45.3%	47.0%	100.0%	73.8%	62.0%	38.5%	4.7%
1 OF 4	17.5%	13.6%	17.6%	19.0%	15.6%	18.3%	14.2%	18.2%	16.9%	15.5%	16.0%	21.0%	-	25.8%	28.6%	23.5%	11.3%
2 OF 4	13.4%	6.7%	17.5%	13.5%	17.1%	16.4%	14.3%	10.4%	15.7%	12.0%	15.3%	12.6%	-	0.4%	7.8%	17.5%	19.1%
3 OF 4	15.4%	2.2%	17.3%	11.7%	16.9%	13.6%	17.1%	16.1%	14.8%	20.6%	13.3%	12.5%	-	-	1.6%	15.4%	26.0%
4 OF 4	19.1%	9.9%	23.9%	11.0%	28.7%	12.1%	40.0%	16.0%	21.6%	41.4%	10.1%	6.8%	-	-	-	5.1%	39.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

30. 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	104	52	40	46	57	29	32	25	7	2	20	6	14	
0 OF 4	34.7%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-	
1 OF 4	17.5%	-	100.0%	-	-	-	-	43.1%	54.7%	-	-	15.1%	-	21.1%	
2 OF 4	13.4%	-	-	100.0%	-	-	-	17.4%	22.1%	-	100.0%	20.6%	-	28.6%	
3 OF 4	15.4%	-	-	-	100.0%	-	-	32.2%	19.7%	78.1%	-	29.7%	62.2%	17.0%	
4 OF 4	19.1%	-	-	-	-	100.0%	-	7.4%	3.5%	21.9%	-	34.6%	37.8%	33.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

BANNER 1

	TOTAL				AREA				VOTER LIKELIHOOD				GENERIC BALLOT			
	HD 1	HD 5	HD 23	HD 27	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	82	19	19	14	31	70	13	8	5	55	53	2	16	15	1	12
NONE	35.1%	36.7%	45.3%	38.1%	26.5%	29.3%	66.7%	47.6%	98.9%	26.3%	25.2%	52.2%	39.9%	37.0%	83.7%	69.0%
VOTED GOP	38.9%	45.3%	21.9%	27.4%	51.0%	41.0%	27.6%	43.9%	-	53.3%	55.5%	-	11.6%	12.4%	-	9.1%
Only Voted GOP	30.7%	40.6%	18.0%	18.5%	38.1%	33.4%	15.8%	25.2%	-	42.7%	44.5%	-	5.1%	5.4%	-	9.1%
Voted Majority GOP	8.3%	4.7%	3.9%	8.9%	12.9%	7.7%	11.8%	18.8%	-	10.6%	11.0%	-	6.6%	7.0%	-	-
VOTED EQUAL GOP/DEM	2.0%	4.3%	4.3%	-	-	2.1%	1.3%	2.0%	-	0.5%	0.5%	-	8.5%	9.0%	-	-
VOTED DEM	24.0%	13.7%	28.5%	34.5%	22.5%	27.5%	4.4%	6.4%	1.1%	19.8%	18.7%	47.8%	40.0%	41.6%	16.3%	21.9%
Voted Majority Dem	6.8%	8.9%	2.4%	24.2%	-	8.0%	-	-	-	10.2%	10.1%	13.0%	-	-	-	-
Only Voted Dem	17.2%	4.7%	26.1%	10.3%	22.5%	19.5%	4.4%	6.4%	1.1%	9.6%	8.6%	34.8%	40.0%	41.6%	16.3%	21.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

BANNER 2

	TOTAL	ROBERT HANIG				VALERIE JORDAN				HANIG/JORDAN			
		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	82	18	5	21	38	9	9	28	36	1	0	11	36
NONE	35.1%	21.9%	60.1%	54.5%	27.1%	20.0%	33.3%	42.9%	33.4%	39.7%	100.0%	40.9%	44.4%
VOTED GOP	38.9%	73.6%	16.5%	16.6%	38.3%	28.9%	63.6%	34.0%	39.2%	-	-	50.8%	37.1%
Only Voted GOP	30.7%	66.5%	-	16.6%	26.1%	11.4%	49.8%	30.2%	31.2%	-	-	39.4%	33.5%
Voted Majority GOP	8.3%	7.2%	16.5%	-	12.2%	17.6%	13.8%	3.8%	7.9%	-	-	11.4%	3.6%
VOTED EQUAL GOP/DEM	2.0%	-	-	5.4%	1.3%	9.6%	-	1.5%	0.8%	-	-	-	3.2%
VOTED DEM	24.0%	4.5%	23.4%	23.6%	33.3%	41.5%	3.1%	21.6%	26.7%	60.3%	-	8.3%	15.3%
Voted Majority Dem	6.8%	-	-	-	14.6%	-	3.1%	6.5%	9.8%	-	-	-	-
Only Voted Dem	17.2%	4.5%	23.4%	23.6%	18.7%	41.5%	-	15.1%	16.9%	60.3%	-	8.3%	15.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

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 Answering	82	45	6	15	8	2	4	3	56	55	0	17	16	0	10
NONE	35.1%	37.4%	43.7%	41.2%	6.7%	67.2%	14.0%	33.2%	27.4%	27.1%	100.0%	32.7%	31.9%	62.3%	82.2%
VOTED GOP	38.9%	42.5%	25.6%	34.4%	42.3%	4.4%	41.5%	42.9%	54.3%	54.6%	-	11.3%	10.6%	37.7%	0.1%
Only Voted GOP	30.7%	37.8%	25.6%	10.8%	42.3%	4.4%	7.6%	42.9%	43.9%	44.1%	-	5.1%	5.2%	-	0.1%
Voted Majority GOP	8.3%	4.7%	-	23.6%	-	-	34.0%	-	10.4%	10.5%	-	6.2%	5.3%	37.7%	-
VOTED EQUAL GOP/DEM	2.0%	0.9%	1.6%	-	12.9%	-	-	4.7%	0.5%	0.5%	-	7.9%	8.1%	-	-
VOTED DEM	24.0%	19.3%	29.1%	24.4%	38.2%	28.4%	44.5%	19.3%	17.8%	17.9%	-	48.1%	49.4%	-	17.8%
Voted Majority Dem	6.8%	6.5%	-	11.4%	10.8%	-	-	5.0%	9.7%	9.8%	-	-	-	-	1.8%
Only Voted Dem	17.2%	12.7%	29.1%	13.0%	27.4%	28.4%	44.5%	14.3%	8.0%	8.1%	-	48.1%	49.4%	-	16.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE HANIG	UNDE- CIDED	BOTH BAL- LOTS
	VOTE HANIG	Vote	Lean	VOTE JORDAN	Vote	Lean	FIRM UNDE- CIDED	VOTE HANIG		
Total Answering	82	52	51	1	18	17	1	13	17	7
NONE	35.1%	28.4%	28.1%	42.4%	39.9%	36.5%	100.0%	55.5%	22.7%	83.8%
VOTED GOP	38.9%	55.6%	56.3%	25.2%	10.2%	10.8%	-	11.5%	76.3%	0.1%
Only Voted GOP	30.7%	44.4%	44.9%	25.2%	4.4%	4.7%	-	11.5%	68.9%	0.1%
Voted Majority GOP	8.3%	11.2%	11.4%	-	5.8%	6.1%	-	-	7.4%	-
VOTED EQUAL GOP/DEM	2.0%	0.5%	0.6%	-	7.4%	7.9%	-	-	-	-
VOTED DEM	24.0%	15.4%	15.0%	32.3%	42.4%	44.8%	-	33.0%	1.0%	16.1%
Voted Majority Dem	6.8%	7.2%	7.4%	-	-	-	-	14.5%	-	2.4%
Only Voted Dem	17.2%	8.2%	7.7%	32.3%	42.4%	44.8%	-	18.4%	1.0%	13.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

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	82	59	17	26	46	48	30	72	6	42	35	27	11	69	11	-	-	82	72	7	3
NONE	35.1%	39.9%	9.0%	46.1%	31.5%	36.4%	36.5%	37.1%	21.6%	50.6%	20.9%	12.9%	33.8%	35.7%	33.8%	-	-	35.1%	33.3%	28.1%	89.5%
VOTED GOP	38.9%	40.4%	40.5%	25.2%	43.3%	46.7%	22.4%	42.3%	4.7%	13.9%	62.0%	69.5%	51.6%	35.9%	51.6%	-	-	38.9%	39.9%	45.0%	4.9%
Only Voted GOP	30.7%	32.9%	25.7%	15.3%	34.0%	36.2%	16.5%	32.7%	4.7%	10.7%	46.2%	54.7%	38.1%	28.1%	38.1%	-	-	30.7%	31.9%	29.8%	4.9%
Voted Majority GOP	8.3%	7.5%	14.7%	9.9%	9.3%	10.5%	5.8%	9.5%	-	3.2%	15.8%	14.8%	13.5%	7.7%	13.5%	-	-	8.3%	8.0%	15.1%	-
VOTED EQUAL GOP/DEM	2.0%	1.4%	4.8%	1.0%	0.2%	1.5%	3.0%	0.4%	17.5%	2.8%	0.8%	1.0%	-	2.1%	-	-	-	2.0%	2.0%	2.8%	-
VOTED DEM	24.0%	18.3%	45.7%	27.7%	24.9%	15.4%	38.2%	20.3%	56.2%	32.7%	16.3%	16.5%	14.6%	26.3%	14.6%	-	-	24.0%	24.8%	24.1%	5.6%
Voted Majority Dem	6.8%	3.9%	19.9%	5.9%	8.8%	2.6%	14.2%	5.6%	22.8%	8.1%	6.3%	5.1%	7.3%	6.9%	7.3%	-	-	6.8%	7.5%	2.4%	-
Only Voted Dem	17.2%	14.5%	25.8%	21.7%	16.1%	12.8%	24.0%	14.6%	33.4%	24.5%	10.0%	11.4%	7.3%	19.4%	7.3%	-	-	17.2%	17.3%	21.7%	5.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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		
		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 Answering	82	-	-	41	-	-	41	-	-	65	-	-	17	-	-	15
NONE	35.1%	-	-	36.8%	-	-	33.4%	-	-	35.1%	-	-	35.0%	-	-	33.8%
VOTED GOP	38.9%	-	-	40.7%	-	-	37.2%	-	-	46.6%	-	-	9.0%	-	-	10.1%
Only Voted GOP	30.7%	-	-	30.3%	-	-	31.0%	-	-	37.8%	-	-	2.5%	-	-	2.8%
Voted Majority GOP	8.3%	-	-	10.4%	-	-	6.2%	-	-	8.8%	-	-	6.5%	-	-	7.3%
VOTED EQUAL GOP/DEM	2.0%	-	-	2.6%	-	-	1.3%	-	-	2.5%	-	-	-	-	-	-
VOTED DEM	24.0%	-	-	19.9%	-	-	28.1%	-	-	15.8%	-	-	56.0%	-	-	56.2%
Voted Majority Dem	6.8%	-	-	4.2%	-	-	9.4%	-	-	7.3%	-	-	4.9%	-	-	-
Only Voted Dem	17.2%	-	-	15.7%	-	-	18.7%	-	-	8.5%	-	-	51.1%	-	-	56.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	-	-	9	2	7	24	43	17	26	-	3	8	26	6	16	18	6	18	36
NONE	35.1%	-	-	16.6%	7.2%	19.8%	61.0%	23.8%	45.0%	9.7%	-	7.6%	77.8%	23.2%	21.0%	51.9%	24.7%	25.2%	64.5%	21.2%
VOTED GOP	38.9%	-	-	22.9%	44.9%	15.4%	17.1%	53.2%	29.0%	69.2%	-	-	0.8%	60.0%	34.4%	26.0%	43.3%	34.8%	22.5%	59.0%
Only Voted GOP	30.7%	-	-	11.4%	44.9%	-	10.9%	43.2%	22.7%	56.8%	-	-	0.8%	43.2%	17.1%	16.3%	43.3%	17.3%	14.0%	50.1%
Voted Majority GOP	8.3%	-	-	11.5%	-	15.4%	6.2%	9.9%	6.3%	12.3%	-	-	-	16.8%	17.3%	9.6%	-	17.5%	8.5%	8.8%
VOTED EQUAL GOP/DEM	2.0%	-	-	11.8%	-	15.9%	1.1%	0.7%	-	1.1%	-	26.7%	-	1.1%	4.4%	1.7%	-	18.0%	1.5%	0.8%
VOTED DEM	24.0%	-	-	48.7%	47.9%	49.0%	20.8%	22.4%	25.9%	20.0%	-	65.7%	21.4%	15.7%	40.2%	20.4%	32.0%	22.0%	11.5%	19.1%
Voted Majority Dem	6.8%	-	-	-	-	-	1.2%	12.3%	8.4%	14.8%	-	-	3.4%	5.7%	-	-	21.8%	-	1.6%	12.3%
Only Voted Dem	17.2%	-	-	48.7%	47.9%	49.0%	19.6%	10.1%	17.5%	5.2%	-	65.7%	18.1%	10.0%	40.2%	20.4%	10.2%	22.0%	9.9%	6.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	3	6	7	3	6	5	60	21	1	17	62	33	30	17	13	16	17	27	24
NONE	35.1%	-	52.3%	37.3%	-	50.1%	37.8%	33.8%	37.5%	57.5%	54.4%	28.0%	12.8%	62.5%	17.9%	64.5%	7.3%	61.1%	12.9%	64.0%
VOTED GOP	38.9%	-	0.9%	21.7%	-	1.0%	28.1%	49.9%	8.8%	7.5%	21.7%	43.8%	56.5%	16.5%	56.2%	22.9%	56.9%	11.6%	66.4%	18.8%
Only Voted GOP	30.7%	-	0.9%	5.4%	-	1.0%	7.0%	40.3%	3.8%	7.5%	13.5%	34.9%	39.4%	12.7%	32.7%	20.7%	46.6%	6.5%	49.1%	14.0%
Voted Majority GOP	8.3%	-	-	16.3%	-	-	21.1%	9.6%	5.0%	-	8.3%	8.8%	17.1%	3.8%	23.5%	2.1%	10.4%	5.1%	17.3%	4.8%
VOTED EQUAL GOP/DEM	2.0%	-	-	-	-	-	-	0.5%	6.4%	-	7.8%	0.5%	1.3%	3.3%	1.7%	6.1%	1.0%	1.2%	1.7%	4.1%
VOTED DEM	24.0%	100.0%	46.8%	41.0%	100.0%	48.9%	34.1%	15.8%	47.4%	35.0%	16.1%	27.7%	29.4%	17.7%	24.3%	6.6%	34.7%	26.2%	19.1%	13.0%
Voted Majority Dem	6.8%	-	-	12.2%	-	-	-	9.3%	-	-	10.0%	6.4%	9.7%	3.6%	1.0%	2.1%	19.0%	4.7%	12.1%	1.2%
Only Voted Dem	17.2%	100.0%	46.8%	28.8%	100.0%	48.9%	34.1%	6.5%	47.4%	35.0%	6.1%	21.3%	19.6%	14.1%	23.3%	4.4%	15.8%	21.5%	6.9%	11.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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 COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total Answering	82	7	6	7	4	38	25	21	9	17	16	29	20	9	6	7	6	48	32	25	14	
NONE	35.1%	12.4%	57.1%	12.0%	65.0%	33.2%	39.1%	37.7%	27.8%	27.6%	45.5%	32.1%	41.0%	37.4%	32.6%	38.0%	32.3%	30.4%	37.7%	29.6%	39.0%	
VOTED GOP	38.9%	16.6%	6.2%	16.7%	8.4%	38.6%	21.7%	33.7%	43.4%	44.7%	9.3%	49.2%	28.1%	4.1%	-	5.0%	-	46.2%	31.0%	54.6%	22.9%	
Only Voted GOP	30.7%	-	6.2%	-	8.4%	34.7%	15.8%	31.0%	43.4%	39.4%	-	44.2%	20.5%	4.1%	-	5.0%	-	38.6%	21.1%	43.9%	11.1%	
Voted Majority GOP	8.3%	16.6%	-	16.7%	-	3.8%	5.9%	2.7%	-	5.2%	9.3%	5.0%	7.6%	-	-	-	-	7.7%	9.9%	10.6%	11.8%	
VOTED EQUAL GOP/DEM	2.0%	-	-	-	-	-	4.6%	-	8.7%	-	2.3%	-	6.0%	-	-	-	-	0.8%	3.4%	1.1%	5.7%	
VOTED DEM	24.0%	71.0%	36.6%	71.3%	26.6%	28.2%	34.6%	28.6%	20.1%	27.7%	43.0%	18.7%	25.0%	58.5%	67.4%	57.0%	67.7%	22.6%	27.9%	14.7%	32.4%	
Voted Majority Dem	6.8%	-	14.0%	-	-	10.4%	6.6%	6.9%	3.1%	14.8%	8.6%	10.8%	8.5%	9.3%	-	-	-	9.9%	2.6%	7.0%	-	
Only Voted Dem	17.2%	71.0%	22.6%	71.3%	26.6%	17.8%	28.1%	21.7%	17.0%	12.9%	34.4%	8.0%	16.5%	49.2%	67.4%	57.0%	67.7%	12.7%	25.3%	7.8%	32.4%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	23	18	43	20	5	11	5	10	44	30	24	13	20	17	40	19	4	11	4	10
NONE	35.1%	31.2%	36.8%	29.0%	40.9%	40.5%	32.5%	40.1%	30.3%	21.1%	39.9%	25.6%	37.9%	15.9%	41.4%	20.2%	47.3%	29.9%	27.0%	24.9%	25.3%
VOTED GOP	38.9%	37.3%	37.5%	52.0%	40.9%	-	13.2%	-	15.5%	59.7%	19.1%	59.5%	21.0%	59.9%	17.7%	62.0%	29.3%	36.1%	0.5%	38.6%	0.6%
Only Voted GOP	30.7%	32.8%	29.0%	43.3%	30.6%	-	3.7%	-	4.3%	44.8%	18.2%	42.5%	18.8%	47.5%	17.7%	48.3%	27.8%	9.0%	0.5%	9.7%	0.6%
Voted Majority GOP	8.3%	4.5%	8.5%	8.7%	10.3%	-	9.5%	-	11.2%	14.9%	0.9%	17.0%	2.2%	12.4%	-	13.7%	1.5%	27.0%	-	29.0%	-
VOTED EQUAL GOP/DEM	2.0%	0.4%	1.5%	0.9%	5.3%	-	-	-	-	0.4%	4.8%	-	8.4%	0.8%	2.1%	0.4%	7.5%	-	-	-	-
VOTED DEM	24.0%	31.1%	24.3%	18.1%	12.9%	59.5%	54.3%	59.9%	54.1%	18.9%	36.2%	14.9%	32.7%	23.5%	38.8%	17.4%	15.9%	34.0%	72.5%	36.5%	74.0%
Voted Majority Dem	6.8%	13.1%	4.6%	11.2%	-	-	7.1%	-	-	10.4%	3.3%	6.6%	1.4%	14.9%	4.7%	11.5%	0.9%	-	7.5%	-	-
Only Voted Dem	17.2%	18.0%	19.7%	6.9%	12.9%	59.5%	47.2%	59.9%	54.1%	8.4%	33.0%	8.3%	31.3%	8.6%	34.1%	5.9%	15.0%	34.0%	65.0%	36.5%	74.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	47	8	8	31	28	17	2	9	29	10	18	18	41	18	6	10	6	8
NONE	35.1%	31.7%	14.6%	23.3%	38.3%	45.3%	59.8%	14.3%	26.6%	37.7%	37.8%	22.3%	49.6%	31.3%	53.4%	34.9%	30.3%	34.9%	26.7%
VOTED GOP	38.9%	48.0%	68.7%	61.3%	39.4%	16.2%	20.4%	36.2%	3.1%	45.0%	23.7%	52.8%	12.0%	51.2%	24.3%	24.7%	0.6%	24.7%	0.7%
Only Voted GOP	30.7%	35.8%	55.6%	37.8%	30.1%	12.6%	19.5%	0.2%	3.1%	30.1%	23.7%	44.7%	6.2%	39.9%	18.6%	6.2%	0.6%	6.2%	0.7%
Voted Majority GOP	8.3%	12.2%	13.1%	23.5%	9.3%	3.7%	1.0%	36.0%	-	14.9%	-	8.1%	5.8%	11.4%	5.7%	18.5%	-	18.5%	-
VOTED EQUAL GOP/DEM	2.0%	-	-	-	-	5.1%	2.7%	41.4%	-	-	10.6%	-	2.0%	-	7.9%	-	-	-	-
VOTED DEM	24.0%	20.3%	16.7%	15.4%	22.4%	33.3%	17.1%	8.1%	70.2%	17.3%	28.0%	24.8%	36.4%	17.4%	14.3%	40.4%	69.1%	40.4%	72.6%
Voted Majority Dem	6.8%	10.1%	16.7%	-	10.8%	2.9%	4.8%	-	-	6.0%	-	16.5%	4.5%	11.5%	-	-	8.4%	-	-
Only Voted Dem	17.2%	10.2%	-	15.4%	11.6%	30.5%	12.2%	8.1%	70.2%	11.3%	28.0%	8.3%	31.9%	5.9%	14.3%	40.4%	60.7%	40.4%	72.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. Primary Ballot Indicator (Independents):

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	82	65	17	15	-	0	1	34	7	7	-	0	0	31	10	8	-	0	1
NONE	35.1%	35.1%	35.0%	33.8%	-	100.0%	34.4%	41.2%	14.3%	14.2%	-	100.0%	-	28.4%	49.8%	50.0%	-	100.0%	38.7%
VOTED GOP	38.9%	46.6%	9.0%	10.1%	-	-	-	44.7%	21.6%	22.2%	-	-	-	48.7%	-	-	-	-	-
Only Voted GOP	30.7%	37.8%	2.5%	2.8%	-	-	-	35.3%	6.0%	6.2%	-	-	-	40.6%	-	-	-	-	-
Voted Majority GOP	8.3%	8.8%	6.5%	7.3%	-	-	-	9.4%	15.6%	16.0%	-	-	-	8.2%	-	-	-	-	-
VOTED EQUAL GOP/DEM	2.0%	2.5%	-	-	-	-	-	3.2%	-	-	-	-	-	1.7%	-	-	-	-	-
VOTED DEM	24.0%	15.8%	56.0%	56.2%	-	-	65.6%	10.9%	64.1%	63.5%	-	-	100.0%	21.2%	50.2%	50.0%	-	-	61.3%
Voted Majority Dem	6.8%	7.3%	4.9%	-	-	-	54.5%	5.1%	-	-	-	-	-	9.8%	8.3%	-	-	-	61.3%
Only Voted Dem	17.2%	8.5%	51.1%	56.2%	-	-	11.1%	5.8%	64.1%	63.5%	-	-	100.0%	11.4%	41.9%	50.0%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	7	8	24	22	23	14	68	38	44	60	23	10	31	21	20	31	10
NONE	35.1%	67.2%	60.8%	35.3%	39.9%	11.4%	63.8%	28.8%	46.1%	25.3%	43.8%	11.4%	56.8%	30.0%	42.8%	29.9%	42.4%	18.9%
VOTED GOP	38.9%	20.4%	14.1%	48.5%	39.6%	42.7%	17.0%	43.7%	36.5%	41.2%	37.7%	42.7%	24.7%	46.1%	37.4%	44.6%	41.9%	37.7%
Only Voted GOP	30.7%	20.4%	-	47.3%	31.7%	26.1%	9.5%	35.3%	32.9%	28.8%	32.5%	26.1%	13.8%	35.8%	30.8%	30.0%	32.4%	24.4%
Voted Majority GOP	8.3%	-	14.1%	1.2%	8.0%	16.6%	7.5%	8.5%	3.6%	12.4%	5.2%	16.6%	10.9%	10.3%	6.5%	14.6%	9.5%	13.4%
VOTED EQUAL GOP/DEM	2.0%	4.2%	13.8%	1.1%	-	-	9.3%	0.4%	4.2%	-	2.7%	-	10.9%	-	5.2%	-	3.5%	-
VOTED DEM	24.0%	8.3%	11.3%	15.2%	20.4%	45.9%	9.9%	27.1%	13.2%	33.5%	15.8%	45.9%	7.7%	23.9%	14.7%	25.5%	12.1%	43.4%
Voted Majority Dem	6.8%	-	-	5.4%	8.5%	11.0%	-	8.2%	3.3%	9.8%	5.2%	11.0%	-	5.6%	6.0%	2.3%	5.6%	-
Only Voted Dem	17.2%	8.3%	11.3%	9.8%	11.9%	35.0%	9.9%	18.8%	9.8%	23.7%	10.6%	35.0%	7.7%	18.4%	8.6%	23.3%	6.5%	43.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	4	37	17	24	29	12	41	41	17	29	37	7	11	8	20	36	
NONE	35.1%	79.3%	27.8%	50.1%	21.6%	45.4%	5.0%	36.8%	33.4%	18.5%	35.7%	42.2%	100.0%	57.7%	63.5%	47.7%	1.4%	
VOTED GOP	38.9%	-	41.7%	35.5%	38.4%	33.1%	46.9%	40.7%	37.2%	27.4%	40.4%	43.0%	-	37.5%	17.7%	37.8%	52.8%	
Only Voted GOP	30.7%	-	34.8%	35.5%	27.8%	32.5%	27.5%	30.3%	31.0%	10.1%	39.8%	32.6%	-	37.5%	17.7%	28.2%	39.2%	
Voted Majority GOP	8.3%	-	6.9%	-	10.5%	0.6%	19.4%	10.4%	6.2%	17.3%	0.6%	10.4%	-	-	-	9.6%	13.6%	
VOTED EQUAL GOP/DEM	2.0%	5.9%	0.7%	3.1%	-	1.8%	-	2.6%	1.3%	-	3.6%	1.5%	-	-	-	3.0%	2.8%	
VOTED DEM	24.0%	14.8%	29.7%	11.3%	40.0%	19.7%	48.1%	19.9%	28.1%	54.1%	20.3%	13.3%	-	4.8%	18.8%	11.5%	43.0%	
Voted Majority Dem	6.8%	-	10.5%	-	16.0%	4.8%	20.2%	4.2%	9.4%	16.1%	4.3%	4.5%	-	-	-	6.2%	12.0%	
Only Voted Dem	17.2%	14.8%	19.2%	11.3%	24.0%	14.9%	27.9%	15.7%	18.7%	38.0%	15.9%	8.8%	-	4.8%	18.8%	5.3%	31.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 3

31. 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	82	29	17	11	16	9	29	32	25	7	2	20	6	14
NONE	35.1%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-
VOTED GOP	38.9%	-	82.2%	49.6%	63.7%	25.7%	-	100.0%	100.0%	100.0%	-	-	-	-
Only Voted GOP	30.7%	-	82.2%	49.6%	30.8%	9.5%	-	78.7%	100.0%	-	-	-	-	-
Voted Majority GOP	8.3%	-	-	-	32.9%	16.2%	-	21.3%	-	100.0%	-	-	-	-
VOTED EQUAL GOP/DEM	2.0%	-	-	14.3%	-	-	-	-	-	-	100.0%	-	-	-
VOTED DEM	24.0%	-	17.8%	36.1%	36.3%	74.3%	-	-	-	-	-	100.0%	100.0%	100.0%
Voted Majority Dem	6.8%	-	-	-	21.4%	22.9%	-	-	-	-	-	28.3%	100.0%	-
Only Voted Dem	17.2%	-	17.8%	36.1%	14.9%	51.3%	-	-	-	-	-	71.7%	-	100.0%