

# NC Senate District 3

*2022 General Election Likely Voter Survey Data*

**To: David Avella, Chairman, GOPAC Education Fund and the Center for American Ideas**  
**From: Jim Blaine, Differentiators Data**

## *Summary*

As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 3<sup>rd</sup> Senate District on June 2<sup>nd</sup> through June 6<sup>th</sup>. The survey of 300 likely general election voters was comprised of 1/3 live landline interviews, 1/3 live cell phones interviews, and 1/3 text to web interviews, with a margin of error of +/- 5.7%.

## *The Big Policy Issues*

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

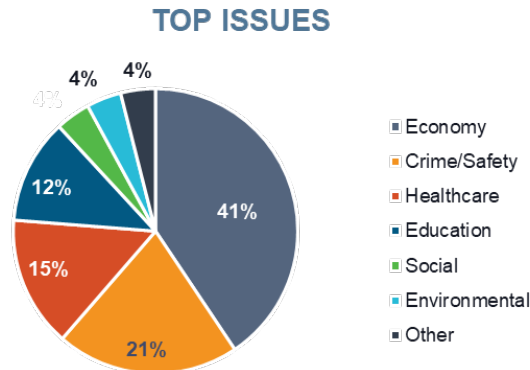
- Medical Marijuana – [Senate Bill 711](#) and [House Bill 929](#) authorize doctors to prescribe medical marijuana for the treatment of certain medical conditions and illnesses.
- Sports Betting – [Senate Bill 688](#) and [House Bill 631](#) legalize sports wagering.
- Increasing School Choice – [Senate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

## *About NC Senate District 3*

This 10-county district stretches from Warren County all the way to the Outer Banks across Northeastern North Carolina. It includes some of the most rural and economically distressed communities in the entire state and several highly affluent beach communities with tourism-driven economies. Politically, this district in its previous forms produced some of the most racially-polarized voting in the state, and that's likely to continue in 2022. More than 40% of voters here are African American. There are signs President Trump improved his performance among black voters in this district's rural counties in 2020, but the district still favors Democrats and will be a tough one for the GOP to flip in 2022. Valerie Jordan knocked off incumbent Ernestine Bazemore in the Democratic primary in May. She'll meet Republican State Representative Bobby Hanig in November. Hanig is an Army Veteran and small business owner from Currituck County on the Outer Banks.

### Where Voters Stand on the Issues

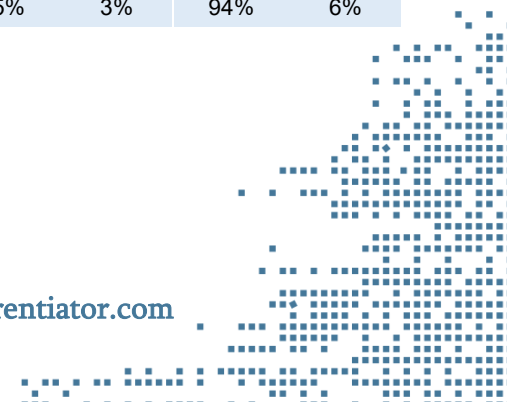
Given this district’s economic struggles, it’s unsurprising that voters here are overwhelmingly concerned about the economy (41%) over other issues. About half as many said crime and safety were their top issues (21%), followed by healthcare (15%) and education (12%).



This district is one of the most supportive of cutting the state income tax – a whopping 81% of all voters and sizable majorities of voters in every key demographic group back the tax cuts. Voters also support Medicaid expansion by a nearly 2:1 margin and they support doctors prescribing medical marijuana by a margin of 69/20.

Voter Group	All		Jordan		Hanig		Undecided	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	69%	22%	75%	19%	65%	24%	54%	30%
Sports Betting	40%	44%	42%	45%	37%	46%	43%	36%
Universal School Choice	53%	40%	48%	45%	64%	29%	35%	57%
2.5% Income Tax	81%	11%	74%	16%	91%	4%	74%	16%
Medicaid Expansion	62%	32%	91%	8%	28%	61%	68%	23%
Expansion w/ work req.	90%	8%	95%	3%	84%	15%	92%	2%

Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	69%	22%	63%	26%	71%	20%	70%	22%	69%	25%
Sports Betting	40%	44%	40%	40%	32%	55%	45%	40%	38%	43%
Universal School Choice	53%	40%	70%	21%	58%	37%	44%	48%	72%	25%
2.5% Income Tax	81%	11%	86%	9%	88%	7%	76%	14%	85%	9%
Medicaid Expansion	62%	32%	31%	59%	51%	42%	80%	16%	61%	36%
Expansion w/ work req.	90%	8%	87%	12%	84%	14%	95%	3%	94%	6%



Voters undecided in the State House race support every issue except universal school choice, though school choice has support of black voters (48/44), Unaffiliated voters (58/37) and, by a huge margin, parents of school-aged children (72/25). Sports betting was the least popular of the big issues, but it still enjoys support from undecided voters (43/36) and Democrats (45/40).

Voter Group	All		Women		Men		White		Black	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	69%	22%	69%	22%	70%	23%	70%	22%	68%	23%
Sports Betting	40%	44%	34%	48%	48%	40%	36%	56%	46%	42%
Universal School Choice	53%	40%	49%	42%	58%	37%	56%	38%	48%	44%
2.5% Income Tax	81%	11%	80%	11%	82%	11%	86%	29%	74%	14%
Medicaid Expansion	62%	32%	69%	25%	53%	40%	49%	42%	80%	18%
Expansion w/ work req.	90%	8%	92%	6%	88%	10%	87%	10%	94%	4%

### ***How the Big Policy Issues Could Impact this Election***

We hate the “it’s all going to come down to turnout!” cliché as much as anyone. But in this district that will play a large role in determining whether Democrats can block the Republican push for a Senate supermajority, it might finally be appropriate. There are fewer swing voters here than in most legislative districts and a 1- or 2-point shift in the partisan makeup of the electorate could sway the State Senate race in either direction. This is territory Republicans have never won. Some analysts say this will be the year that changes, and this survey says they *might* be correct. Jordan, the Democrat, leads Hanig, the Republican State Representative, by 5 points (48%-43%). But the generic ballot only favors Democrats by 2, 47%-45%. The 5 big policy issues before the legislature won’t hurt Hanig’s chances, and some of them could improve his prospects in the more rural and economically distressed parts of the district.

