

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
DEFINITELY VOTING	87.3%	86.8%	86.7%	89.9%	100.0%	-	-	-	88.0%	88.5%	74.9%	90.4%	90.2%	93.8%	63.1%
LIKELY VOTING	12.7%	13.2%	13.3%	10.1%	-	100.0%	100.0%	100.0%	12.0%	11.5%	25.1%	9.6%	9.8%	6.2%	36.9%
Very Likely	8.3%	8.9%	9.4%	4.3%	-	65.2%	100.0%	-	8.1%	7.5%	25.1%	6.5%	6.5%	6.2%	20.1%
Somewhat Likely	4.4%	4.3%	3.9%	5.8%	-	34.8%	-	100.0%	3.9%	4.0%	-	3.1%	3.3%	-	16.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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		PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE					
	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	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF
Total	300	63	39	76	121	49	26	64	162	8	2	53	126			
DEFINITELY VOTING	87.3%	87.4%	98.3%	89.4%	82.4%	95.9%	92.6%	87.3%	84.0%	93.3%	65.8%	95.0%	92.1%			
LIKELY VOTING	12.7%	12.6%	1.7%	10.6%	17.6%	4.1%	7.4%	12.7%	16.0%	6.7%	34.2%	5.0%	7.9%			
Very Likely	8.3%	8.5%	1.4%	6.5%	11.4%	3.0%	1.5%	9.7%	10.3%	5.7%	26.2%	1.9%	5.4%			
Somewhat Likely	4.4%	4.1%	0.3%	4.0%	6.1%	1.0%	5.9%	3.0%	5.7%	1.0%	8.0%	3.1%	2.5%			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
DEFINITELY VOTING	87.3%	92.5%	90.9%	79.3%	82.0%	96.1%	84.3%	67.6%	87.3%	88.4%	51.7%	88.6%	88.3%	96.3%	70.0%
LIKELY VOTING	12.7%	7.5%	9.1%	20.7%	18.0%	3.9%	15.7%	32.4%	12.7%	11.6%	48.3%	11.4%	11.7%	3.7%	30.0%
Very Likely	8.3%	4.0%	7.9%	15.3%	9.6%	3.9%	8.6%	22.9%	7.7%	7.6%	9.8%	7.8%	8.0%	3.7%	23.2%
Somewhat Likely	4.4%	3.6%	1.2%	5.4%	8.3%	-	7.1%	9.5%	4.9%	3.9%	38.5%	3.6%	3.7%	-	6.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
DEFINITELY VOTING	87.3%	86.4%	86.8%	76.0%	91.2%	91.2%	89.9%	69.5%	89.0%	68.5%
LIKELY VOTING	12.7%	13.6%	13.2%	24.0%	8.8%	8.8%	10.1%	30.5%	11.0%	31.5%
Very Likely	8.3%	8.2%	7.6%	24.0%	6.8%	6.7%	10.1%	18.3%	6.4%	22.3%
Somewhat Likely	4.4%	5.4%	5.6%	-	2.0%	2.1%	-	12.2%	4.6%	9.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
DEFINITELY VOTING	87.3%	88.4%	81.2%	86.9%	87.5%	88.7%	86.3%	87.5%	88.4%	87.3%	89.7%	85.6%	100.0%	86.7%	100.0%	86.9%	87.4%	87.8%	87.7%	88.0%	-
LIKELY VOTING	12.7%	11.6%	18.8%	13.1%	12.5%	11.3%	13.7%	12.5%	11.6%	12.7%	10.3%	14.4%	-	13.3%	-	13.1%	12.6%	12.2%	12.3%	12.0%	-
Very Likely	8.3%	7.2%	14.0%	9.0%	8.3%	5.4%	11.2%	8.1%	11.6%	8.8%	6.5%	9.9%	-	9.2%	-	8.4%	9.3%	7.1%	8.4%	1.1%	-
Somewhat Likely	4.4%	4.5%	4.8%	4.1%	4.2%	5.8%	2.4%	4.4%	-	3.9%	3.9%	4.5%	-	4.1%	-	4.7%	3.3%	5.1%	3.9%	10.9%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
DEFINITELY VOTING	87.3%	85.1%	80.1%	93.5%	88.6%	90.7%	80.6%	86.4%	91.3%	90.0%	90.1%	82.7%	82.2%	77.9%	84.4%	81.0%
LIKELY VOTING	12.7%	14.9%	19.9%	6.5%	11.4%	9.3%	19.4%	13.6%	8.7%	10.0%	9.9%	17.3%	17.8%	22.1%	15.6%	19.0%
Very Likely	8.3%	11.3%	16.5%	1.8%	5.8%	6.1%	13.9%	8.2%	6.1%	7.7%	9.9%	13.2%	5.8%	22.1%	11.0%	3.8%
Somewhat Likely	4.4%	3.7%	3.3%	4.8%	5.7%	3.3%	5.5%	5.3%	2.6%	2.3%	-	4.1%	12.0%	-	4.6%	15.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
DEFINITELY VOTING	87.3%	85.2%	91.7%	90.9%	89.7%	91.8%	84.1%	88.3%	82.9%	93.5%	92.3%	85.5%	84.0%	90.3%	93.6%	84.2%	86.1%	91.2%	89.1%	87.3%
LIKELY VOTING	12.7%	14.8%	8.3%	9.1%	10.3%	8.2%	15.9%	11.7%	17.1%	6.5%	7.7%	14.5%	16.0%	9.7%	6.4%	15.8%	13.9%	8.8%	10.9%	12.7%
Very Likely	8.3%	7.5%	7.2%	9.0%	10.3%	8.0%	8.2%	7.5%	11.3%	3.9%	-	14.2%	7.7%	5.9%	6.4%	8.7%	9.3%	8.8%	6.6%	7.8%
Somewhat Likely	4.4%	7.3%	1.1%	0.1%	-	0.2%	7.6%	4.2%	5.8%	2.7%	7.7%	0.3%	8.3%	3.8%	-	7.1%	4.6%	-	4.3%	4.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
DEFINITELY VOTING	87.3%	90.4%	73.6%	93.8%	88.6%	72.4%	95.7%	86.4%	89.1%	78.9%	88.4%	86.7%	87.6%	88.0%	90.0%	85.5%	85.3%	89.9%	89.2%	87.9%
LIKELY VOTING	12.7%	9.6%	26.4%	6.2%	11.4%	27.6%	4.3%	13.6%	10.9%	21.1%	11.6%	13.3%	12.4%	12.0%	10.0%	14.5%	14.7%	10.1%	10.8%	12.1%
Very Likely	8.3%	9.3%	11.7%	6.2%	11.1%	13.9%	4.3%	8.2%	8.0%	8.7%	4.6%	9.8%	9.8%	7.2%	7.7%	10.6%	11.8%	4.6%	7.5%	7.8%
Somewhat Likely	4.4%	0.2%	14.7%	-	0.3%	13.7%	-	5.4%	2.9%	12.4%	7.0%	3.5%	2.6%	4.8%	2.3%	3.9%	2.9%	5.5%	3.3%	4.3%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
DEFINITELY VOTING	87.3%	80.3%	88.2%	85.3%	85.6%	89.9%	83.2%	90.0%	79.8%	89.8%	85.1%	90.8%	85.9%	86.9%	79.3%	84.8%	80.2%	81.0%	92.1%	81.6%	92.2%	
LIKELY VOTING	12.7%	19.7%	11.8%	14.7%	14.4%	10.1%	16.8%	10.0%	20.2%	10.2%	14.9%	9.2%	14.1%	13.1%	20.7%	15.2%	19.8%	19.0%	7.9%	18.4%	7.8%	
Very Likely	8.3%	19.7%	6.0%	14.7%	8.1%	7.4%	10.1%	8.1%	13.2%	6.7%	8.3%	6.4%	9.7%	10.9%	10.7%	14.9%	7.2%	10.2%	6.9%	9.7%	7.8%	
Somewhat Likely	4.4%	-	5.8%	-	6.3%	2.7%	6.7%	1.9%	7.0%	3.5%	6.5%	2.8%	4.5%	2.2%	10.0%	0.3%	12.6%	8.7%	1.0%	8.7%	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
DEFINITELY VOTING	87.3%	80.5%	92.1%	83.5%	93.1%	71.5%	90.1%	72.6%	88.6%	87.1%	87.8%	87.9%	87.0%	86.3%	88.3%	91.6%	85.9%	68.4%	91.2%	63.1%	91.2%
LIKELY VOTING	12.7%	19.5%	7.9%	16.5%	6.9%	28.5%	9.9%	27.4%	11.4%	12.9%	12.2%	12.1%	13.0%	13.7%	11.7%	8.4%	14.1%	31.6%	8.8%	36.9%	8.8%
Very Likely	8.3%	10.7%	6.1%	9.5%	6.0%	13.1%	8.7%	7.3%	11.4%	7.3%	8.8%	6.7%	10.5%	8.1%	7.6%	4.3%	10.8%	20.0%	5.1%	19.0%	6.0%
Somewhat Likely	4.4%	8.8%	1.8%	7.0%	0.9%	15.4%	1.3%	20.1%	-	5.6%	3.4%	5.5%	2.5%	5.7%	4.1%	4.1%	3.3%	11.6%	3.6%	17.9%	2.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:
										MALE	FEMALE	WHITE	NON-WHITE	AFRICAN-AMER.						
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35	
DEFINITELY VOTING	87.3%	86.3%	89.7%	86.2%	85.3%	89.8%	89.8%	95.1%	87.3%	87.6%	89.2%	85.1%	90.2%	88.8%	89.2%	76.5%	90.8%	70.3%	89.7%	
LIKELY VOTING	12.7%	13.7%	10.3%	13.8%	14.7%	10.2%	10.2%	4.9%	12.7%	12.4%	10.8%	14.9%	9.8%	11.2%	10.8%	23.5%	9.2%	29.7%	10.3%	
Very Likely	8.3%	7.1%	4.7%	9.7%	6.8%	8.6%	9.4%	4.9%	9.6%	5.6%	10.6%	8.5%	7.2%	5.5%	10.0%	13.4%	6.0%	15.6%	6.9%	
Somewhat Likely	4.4%	6.6%	5.7%	4.1%	7.9%	1.6%	0.7%	-	3.0%	6.8%	0.2%	6.4%	2.6%	5.7%	0.8%	10.2%	3.2%	14.1%	3.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
DEFINITELY VOTING	87.3%	88.7%	83.6%	82.8%	77.9%	93.6%	100.0%	89.5%	80.4%	77.4%	67.7%	100.0%	100.0%	88.0%	85.7%	85.9%	83.7%	66.6%	100.0%
LIKELY VOTING	12.7%	11.3%	16.4%	17.2%	22.1%	6.4%	-	10.5%	19.6%	22.6%	32.3%	-	-	12.0%	14.3%	14.1%	16.3%	33.4%	-
Very Likely	8.3%	7.6%	10.2%	9.9%	20.1%	-	-	6.4%	15.7%	16.9%	32.3%	-	-	8.6%	6.6%	6.0%	13.1%	-	-
Somewhat Likely	4.4%	3.7%	6.2%	7.2%	2.0%	6.4%	-	4.1%	3.9%	5.7%	-	-	-	3.5%	7.7%	8.1%	3.2%	33.4%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
DEFINITELY VOTING	87.3%	80.6%	92.9%	87.2%	85.3%	89.5%	87.8%	87.4%	87.5%	87.5%	87.0%	89.5%	87.6%	87.3%	88.2%	86.0%	87.7%	86.4%
LIKELY VOTING	12.7%	19.4%	7.1%	12.8%	14.7%	10.5%	12.2%	12.6%	12.5%	12.5%	13.0%	10.5%	12.4%	12.7%	11.8%	14.0%	12.3%	13.6%
Very Likely	8.3%	10.1%	3.3%	7.1%	12.0%	8.5%	6.1%	8.9%	6.7%	10.2%	8.0%	8.5%	5.8%	9.9%	5.7%	13.1%	7.5%	12.2%
Somewhat Likely	4.4%	9.2%	3.8%	5.6%	2.6%	2.0%	6.1%	3.7%	5.9%	2.3%	5.1%	2.0%	6.6%	2.9%	6.1%	0.8%	4.8%	1.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
DEFINITELY VOTING	87.3%	87.9%	87.5%	86.8%	88.7%	86.4%	92.5%	87.4%	87.3%	83.5%	87.7%	91.0%	90.4%	81.6%	88.3%	90.9%	87.1%	
LIKELY VOTING	12.7%	12.1%	12.5%	13.2%	11.3%	13.6%	7.5%	12.6%	12.7%	16.5%	12.3%	9.0%	9.6%	18.4%	11.7%	9.1%	12.9%	
Very Likely	8.3%	6.5%	8.1%	7.5%	7.8%	8.3%	5.0%	8.6%	8.0%	14.2%	5.1%	5.2%	4.9%	6.7%	10.0%	3.9%	10.7%	
Somewhat Likely	4.4%	5.6%	4.4%	5.7%	3.4%	5.3%	2.6%	4.0%	4.7%	2.4%	7.2%	3.8%	4.7%	11.7%	1.7%	5.2%	2.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
DEFINITELY VOTING	87.3%	84.4%	89.2%	86.4%	91.6%	89.0%	81.7%	87.7%	91.4%	69.6%	100.0%	93.8%	100.0%	93.3%
LIKELY VOTING	12.7%	15.6%	10.8%	13.6%	8.4%	11.0%	18.3%	12.3%	8.6%	30.4%	-	6.2%	-	6.7%
Very Likely	8.3%	6.3%	8.6%	12.0%	8.4%	7.5%	9.4%	8.1%	3.5%	30.4%	-	4.5%	-	4.9%
Somewhat Likely	4.4%	9.3%	2.2%	1.5%	-	3.5%	8.9%	4.3%	5.1%	-	-	1.7%	-	1.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
REPUBLICAN CANDIDATE	52.4%	46.3%	50.5%	69.2%	52.8%	49.7%	51.7%	45.9%	100.0%	100.0%	100.0%	-	-	-	-
Vote	50.6%	44.1%	49.1%	67.3%	51.3%	46.1%	46.2%	45.9%	96.6%	100.0%	-	-	-	-	-
Lean	1.8%	2.2%	1.3%	1.9%	1.5%	3.5%	5.4%	-	3.4%	-	100.0%	-	-	-	-
DEMOCRATIC CANDIDATE	41.1%	45.9%	41.6%	30.0%	42.5%	31.2%	32.4%	29.0%	-	-	-	100.0%	100.0%	100.0%	-
Vote	38.6%	43.2%	39.9%	26.4%	39.9%	30.0%	30.6%	29.0%	-	-	-	94.1%	100.0%	-	-
Lean	2.4%	2.7%	1.7%	3.6%	2.6%	1.2%	1.8%	-	-	-	-	5.9%	-	100.0%	-
FIRM UNDECIDED	6.5%	7.8%	7.9%	0.8%	4.7%	19.1%	15.9%	25.0%	-	-	-	-	-	-	100.0%
Net Diff.	11.3%	0.5%	8.9%	39.2%	10.3%	18.4%	19.2%	16.9%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
REPUBLICAN CANDIDATE	52.4%	81.5%	8.8%	48.6%	53.8%	20.3%	88.7%	48.3%	57.8%	54.9%	-	45.3%	46.6%
Vote	50.6%	79.3%	8.8%	47.4%	51.2%	20.3%	88.7%	45.5%	55.6%	54.9%	-	45.3%	45.2%
Lean	1.8%	2.1%	-	1.2%	2.6%	-	-	2.8%	2.2%	-	-	-	1.4%
DEMOCRATIC CANDIDATE	41.1%	10.2%	86.4%	48.8%	37.6%	72.5%	4.3%	49.9%	34.1%	27.9%	73.8%	45.8%	48.6%
Vote	38.6%	8.7%	84.3%	44.2%	35.9%	68.9%	4.3%	45.8%	32.3%	22.2%	73.8%	45.0%	45.1%
Lean	2.4%	1.5%	2.1%	4.6%	1.7%	3.6%	-	4.1%	1.8%	5.7%	-	0.9%	3.5%
FIRM UNDECIDED	6.5%	8.3%	4.8%	2.6%	8.6%	7.2%	7.0%	1.7%	8.2%	17.2%	26.2%	8.9%	4.8%
Net Diff.	11.3%	71.3%	-77.6%	-0.2%	16.2%	-52.2%	84.4%	-1.6%	23.7%	27.1%	-73.8%	-0.5%	-2.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
REPUBLICAN CANDIDATE	52.4%	69.9%	23.3%	58.7%	39.5%	5.6%	24.5%	55.2%	95.5%	96.7%	59.2%	2.0%	2.0%	-	16.2%
Vote	50.6%	66.3%	23.3%	58.2%	39.5%	5.6%	24.5%	50.6%	93.2%	94.3%	59.2%	1.7%	1.8%	-	1.8%
Lean	1.8%	3.6%	-	0.5%	-	-	-	4.6%	2.3%	2.4%	-	0.2%	0.2%	-	14.4%
DEMOCRATIC CANDIDATE	41.1%	23.8%	62.7%	38.7%	52.8%	91.7%	73.2%	24.6%	1.0%	0.7%	11.4%	91.8%	91.5%	100.0%	20.5%
Vote	38.6%	22.2%	62.7%	38.0%	47.3%	81.6%	65.6%	24.6%	1.0%	0.7%	11.4%	87.2%	88.5%	51.3%	6.6%
Lean	2.4%	1.6%	-	0.7%	5.6%	10.1%	7.7%	-	-	-	-	4.6%	3.0%	48.7%	14.0%
FIRM UNDECIDED	6.5%	6.3%	13.9%	2.6%	7.7%	2.7%	2.3%	20.2%	3.5%	2.7%	29.4%	6.2%	6.5%	-	63.3%
Net Diff.	11.3%	46.1%	-39.4%	19.9%	-13.3%	-86.1%	-48.8%	30.6%	94.5%	96.0%	47.8%	-89.8%	-89.4%	-100%	-4.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
REPUBLICAN CANDIDATE	52.4%	93.9%	93.6%	100.0%	1.1%	0.8%	7.6%	44.9%	89.4%	22.0%
Vote	50.6%	91.5%	92.2%	74.8%	1.1%	0.8%	7.6%	35.7%	89.4%	2.5%
Lean	1.8%	2.4%	1.4%	25.2%	-	-	-	9.1%	-	19.6%
DEMOCRATIC CANDIDATE	41.1%	1.6%	1.7%	-	94.4%	95.2%	77.0%	17.7%	1.9%	14.9%
Vote	38.6%	1.6%	1.7%	-	88.8%	90.3%	57.5%	15.5%	1.9%	9.0%
Lean	2.4%	-	-	-	5.6%	4.9%	19.5%	2.3%	-	6.0%
FIRM UNDECIDED	6.5%	4.5%	4.7%	-	4.5%	4.0%	15.3%	37.4%	8.7%	63.0%
Net Diff.	11.3%	92.3%	91.9%	100.0%	-93.3%	-94.4%	-69.4%	27.1%	87.5%	7.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	TOTAL																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		REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
REPUBLICAN CANDIDATE	52.4%	46.2%	73.2%	47.8%	61.4%	63.2%	35.9%	59.7%	20.4%	26.7%	91.4%	88.9%	97.4%	48.0%	97.4%	94.2%	7.9%	46.8%	49.0%	36.2%	-	
Vote	50.6%	44.8%	72.4%	45.4%	59.5%	61.1%	34.7%	57.7%	19.7%	25.3%	90.2%	85.9%	97.4%	46.0%	97.4%	92.1%	7.9%	43.6%	46.7%	28.7%	-	
Lean	1.8%	1.4%	0.8%	2.3%	1.9%	2.1%	1.2%	2.0%	0.7%	1.4%	1.2%	3.1%	-	2.0%	-	2.1%	-	3.2%	2.3%	7.6%	-	
DEMOCRATIC CANDIDATE	41.1%	46.8%	22.0%	44.7%	32.4%	32.4%	56.2%	33.9%	72.0%	66.6%	2.5%	2.7%	2.6%	44.8%	2.6%	3.5%	83.9%	43.4%	44.6%	37.9%	-	
Vote	38.6%	44.2%	19.6%	41.6%	30.8%	29.6%	53.9%	31.9%	69.1%	62.5%	2.5%	2.7%	2.6%	42.1%	2.6%	3.5%	82.2%	37.5%	39.7%	26.9%	-	
Lean	2.4%	2.6%	2.3%	3.1%	1.7%	2.8%	2.3%	2.1%	2.9%	4.1%	-	-	-	2.7%	-	-	1.7%	6.0%	4.9%	11.0%	-	
FIRM UNDECIDED	6.5%	7.0%	4.8%	7.5%	6.1%	4.4%	7.9%	6.4%	7.7%	6.7%	6.1%	8.4%	-	7.3%	-	2.4%	8.2%	9.7%	6.4%	25.9%	-	
Net Diff.	11.3%	-0.6%	51.3%	3.0%	29.0%	30.8%	-20.3%	25.8%	-51.6%	-39.9%	88.9%	86.2%	94.8%	3.2%	94.8%	90.7%	-76.0%	3.4%	4.4%	-1.6%	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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		
		REPUBLICAN /DK	DEMOCRATIC /DK	INDEPENDENT /DK	REPUBLICAN /DK	DEMOCRATIC /DK	INDEPENDENT /DK	REPUBLICAN /DK	DEMOCRATIC /DK	INDEPENDENT /DK	REPUBLICAN /DK	DEMOCRATIC /DK	INDEPENDENT /DK	REPUBLICAN /DK	DEMOCRATIC /DK	INDEPENDENT /DK
Total	300	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
REPUBLICAN CANDIDATE	52.4%	95.1%	10.2%	49.9%	93.3%	6.9%	42.9%	94.6%	12.5%	52.2%	90.4%	2.2%	33.4%	84.1%	2.5%	25.5%
Vote	50.6%	95.1%	10.2%	49.9%	89.4%	6.9%	35.7%	92.7%	12.5%	48.4%	86.3%	2.2%	31.8%	74.9%	2.5%	22.8%
Lean	1.8%	-	-	-	3.9%	-	7.2%	1.8%	-	3.8%	4.2%	-	1.7%	9.3%	-	2.7%
DEMOCRATIC CANDIDATE	41.1%	3.5%	72.9%	42.3%	3.4%	88.8%	44.9%	2.7%	81.4%	41.4%	9.6%	87.0%	48.4%	15.9%	89.2%	47.3%
Vote	38.6%	3.5%	72.9%	37.7%	3.4%	86.3%	37.3%	2.7%	81.4%	37.0%	9.6%	83.2%	38.7%	15.9%	85.0%	31.9%
Lean	2.4%	-	-	4.6%	-	2.5%	7.6%	-	-	4.4%	-	3.9%	9.7%	-	4.3%	15.4%
FIRM UNDECIDED	6.5%	1.4%	16.9%	7.8%	3.3%	4.3%	12.2%	2.7%	6.1%	6.3%	-	10.7%	18.2%	-	8.3%	27.2%
Net Diff.	11.3%	91.5%	-62.7%	7.6%	89.9%	-81.9%	-1.9%	91.8%	-68.9%	10.8%	80.9%	-84.8%	-15.0%	68.3%	-86.8%	-21.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
REPUBLICAN CANDIDATE	52.4%	99.3%	91.3%	5.6%	10.7%	1.8%	22.4%	93.1%	86.8%	99.3%	90.1%	13.3%	20.1%	93.0%	1.7%	24.2%	93.2%	3.0%	27.9%	95.8%	
Vote	50.6%	99.3%	88.5%	5.6%	10.7%	1.8%	21.7%	90.6%	82.3%	98.7%	90.1%	13.3%	20.1%	93.0%	1.7%	23.0%	88.0%	3.0%	27.9%	93.3%	
Lean	1.8%	-	2.8%	-	-	-	0.7%	2.5%	4.5%	0.6%	-	-	-	-	-	1.2%	5.2%	-	-	2.6%	
DEMOCRATIC CANDIDATE	41.1%	-	6.0%	90.2%	87.8%	92.0%	64.6%	4.2%	8.4%	0.1%	9.9%	79.4%	70.8%	3.3%	95.7%	59.7%	5.2%	96.1%	59.5%	1.6%	
Vote	38.6%	-	6.0%	86.6%	87.8%	85.7%	60.8%	4.2%	8.4%	0.1%	9.9%	74.9%	69.2%	3.3%	92.6%	54.1%	5.2%	95.1%	55.8%	1.6%	
Lean	2.4%	-	-	3.5%	-	6.2%	3.8%	-	-	-	-	4.5%	1.6%	-	3.1%	5.6%	-	1.0%	3.6%	-	
FIRM UNDECIDED	6.5%	0.7%	2.7%	4.2%	1.4%	6.2%	13.0%	2.7%	4.8%	0.6%	-	7.3%	9.2%	3.7%	2.6%	16.1%	1.5%	0.9%	12.7%	2.6%	
Net Diff.	11.3%	99.3%	85.3%	-84.5%	-77.1%	-90.2%	-42.2%	88.9%	78.4%	99.2%	80.2%	-66.1%	-50.7%	89.8%	-93.9%	-35.5%	88.0%	-93.1%	-31.6%	94.2%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
REPUBLICAN CANDIDATE	52.4%	9.4%	10.7%	76.4%	8.0%	7.4%	59.2%	93.8%	3.8%	48.6%	49.2%	53.0%	72.7%	32.2%	77.4%	39.5%	68.3%	26.7%	81.9%	37.4%
Vote	50.6%	9.4%	8.6%	73.9%	8.0%	4.9%	54.7%	90.9%	3.2%	48.6%	48.7%	51.3%	69.7%	32.2%	77.4%	39.5%	62.4%	26.7%	79.0%	37.4%
Lean	1.8%	-	2.1%	2.5%	-	2.5%	4.5%	2.9%	0.6%	-	0.6%	1.7%	3.0%	-	-	-	5.8%	-	2.9%	-
DEMOCRATIC CANDIDATE	41.1%	81.9%	75.5%	20.5%	80.9%	77.8%	35.0%	2.0%	87.7%	21.1%	43.8%	40.5%	23.1%	58.9%	16.2%	51.4%	29.6%	64.6%	14.2%	56.5%
Vote	38.6%	74.7%	71.3%	20.5%	71.8%	72.8%	35.0%	2.0%	82.3%	21.1%	38.5%	39.2%	22.2%	55.2%	15.5%	48.0%	28.4%	60.7%	13.8%	54.7%
Lean	2.4%	7.2%	4.2%	-	9.1%	4.9%	-	-	5.4%	-	5.4%	1.3%	1.0%	3.6%	0.7%	3.3%	1.2%	3.8%	0.4%	1.9%
FIRM UNDECIDED	6.5%	8.7%	13.9%	3.2%	11.0%	14.8%	5.8%	4.2%	8.5%	30.3%	6.9%	6.5%	4.2%	8.9%	6.3%	9.1%	2.1%	8.8%	4.0%	6.1%
Net Diff.	11.3%	-72.6%	-64.8%	55.9%	-72.9%	-70.3%	24.3%	91.7%	-84.0%	27.5%	5.4%	12.4%	49.6%	-26.6%	61.2%	-11.9%	38.6%	-37.9%	67.7%	-19.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
REPUBLICAN CANDIDATE	52.4%	33.9%	22.2%	23.0%	13.1%	61.8%	28.9%	67.4%	33.5%	55.9%	26.3%	68.4%	39.3%	39.5%	13.6%	27.4%	8.5%	58.6%	46.6%	64.3%	54.3%	
Vote	50.6%	30.3%	22.2%	18.4%	13.1%	61.1%	26.9%	67.4%	33.5%	54.4%	23.2%	67.4%	36.6%	39.5%	12.5%	27.4%	7.2%	57.7%	44.1%	64.3%	54.3%	
Lean	1.8%	3.6%	-	4.6%	-	0.7%	2.0%	-	-	1.5%	3.1%	1.0%	2.6%	-	1.1%	-	1.4%	0.9%	2.5%	-	-	
DEMOCRATIC CANDIDATE	41.1%	61.0%	63.4%	77.0%	67.3%	33.3%	62.0%	27.1%	57.2%	39.9%	64.8%	27.3%	57.0%	53.9%	69.4%	64.4%	74.1%	33.4%	47.9%	26.5%	40.0%	
Vote	38.6%	57.4%	56.4%	72.6%	57.3%	30.8%	58.7%	23.8%	57.2%	38.1%	59.5%	25.7%	55.0%	47.9%	64.2%	55.8%	67.5%	32.5%	44.1%	24.8%	38.0%	
Lean	2.4%	3.5%	7.0%	4.4%	10.0%	2.6%	3.4%	3.3%	-	1.8%	5.2%	1.5%	2.1%	6.0%	5.3%	8.6%	6.6%	0.8%	3.8%	1.8%	2.0%	
FIRM UNDECIDED	6.5%	5.1%	14.4%	-	19.6%	4.8%	9.1%	5.5%	9.4%	4.2%	8.9%	4.4%	3.7%	6.6%	17.0%	8.2%	17.4%	8.0%	5.5%	9.2%	5.7%	
Net Diff.	11.3%	-27.0%	-41.2%	-54.1%	-54.1%	28.5%	-33.1%	40.4%	-23.7%	16.0%	-38.5%	41.1%	-17.8%	-14.5%	-55.9%	-37.1%	-65.6%	25.2%	-1.2%	37.8%	14.3%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
REPUBLICAN CANDIDATE	52.4%	53.5%	40.8%	68.2%	55.8%	22.5%	27.4%	11.0%	19.4%	86.1%	16.2%	88.1%	22.4%	83.9%	11.9%	92.3%	21.8%	60.1%	5.9%	48.2%	2.7%
Vote	50.6%	51.8%	36.3%	67.5%	52.5%	20.8%	26.5%	8.7%	18.2%	83.6%	14.9%	88.1%	22.4%	78.8%	9.8%	89.6%	20.4%	58.3%	5.0%	45.4%	1.6%
Lean	1.8%	1.8%	4.5%	0.7%	3.3%	1.8%	0.9%	2.3%	1.2%	2.5%	1.3%	-	-	5.2%	2.1%	2.7%	1.4%	1.8%	0.9%	2.8%	1.1%
DEMOCRATIC CANDIDATE	41.1%	39.4%	53.9%	27.6%	39.0%	55.2%	66.6%	66.2%	73.0%	8.4%	76.4%	6.6%	67.6%	10.4%	82.5%	4.4%	71.2%	25.2%	85.9%	36.6%	87.8%
Vote	38.6%	39.4%	48.6%	27.6%	36.2%	51.3%	60.5%	61.1%	64.8%	8.2%	71.6%	6.6%	63.4%	9.8%	77.3%	4.1%	68.4%	25.2%	77.5%	36.6%	77.4%
Lean	2.4%	-	5.2%	-	2.7%	3.9%	6.0%	5.1%	8.3%	0.3%	4.8%	-	4.2%	0.6%	5.2%	0.4%	2.8%	-	8.4%	-	10.5%
FIRM UNDECIDED	6.5%	7.0%	5.3%	4.2%	5.2%	22.3%	6.1%	22.8%	7.5%	5.5%	7.4%	5.3%	10.0%	5.7%	5.6%	3.2%	7.0%	14.8%	8.1%	15.3%	9.4%
Net Diff.	11.3%	14.1%	-13.0%	40.5%	16.8%	-32.6%	-39.2%	-55.2%	-53.6%	77.6%	-60.2%	81.5%	-45.3%	73.5%	-70.6%	87.9%	-49.4%	34.9%	-80.0%	11.6%	-85.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
REPUBLICAN CANDIDATE	52.4%	79.8%	89.3%	86.7%	73.8%	16.0%	35.2%	11.5%	3.8%	80.7%	24.4%	78.8%	10.3%	87.6%	19.6%	49.1%	9.1%	35.1%	5.5%
Vote	50.6%	77.5%	88.3%	78.9%	73.3%	14.5%	32.1%	9.7%	3.8%	80.7%	24.4%	74.3%	7.9%	85.1%	18.0%	47.5%	8.0%	32.9%	4.2%
Lean	1.8%	2.3%	1.0%	7.9%	0.5%	1.4%	3.2%	1.8%	-	-	-	4.5%	2.4%	2.5%	1.6%	1.5%	1.1%	2.2%	1.3%
DEMOCRATIC CANDIDATE	41.1%	14.8%	8.2%	9.1%	19.4%	76.7%	62.3%	83.4%	84.3%	15.1%	66.3%	14.6%	83.7%	7.5%	76.0%	43.7%	78.0%	54.9%	79.2%
Vote	38.6%	14.5%	8.2%	9.1%	18.8%	71.3%	52.3%	78.4%	82.0%	14.5%	62.3%	14.6%	77.3%	7.5%	72.3%	42.2%	69.3%	52.8%	68.4%
Lean	2.4%	0.3%	-	-	0.5%	5.5%	10.0%	5.0%	2.3%	0.6%	4.0%	-	6.4%	-	3.7%	1.5%	8.7%	2.1%	10.8%
FIRM UNDECIDED	6.5%	5.4%	2.5%	4.2%	6.9%	7.3%	2.4%	5.2%	11.9%	4.3%	9.2%	6.6%	6.0%	5.0%	4.3%	7.2%	12.9%	10.0%	15.3%
Net Diff.	11.3%	64.9%	81.1%	77.7%	54.4%	-60.8%	-27.1%	-71.9%	-80.5%	65.6%	-41.9%	64.2%	-73.4%	80.1%	-56.4%	5.3%	-69.0%	-19.8%	-73.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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/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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
REPUBLICAN CANDIDATE	52.4%	62.1%	25.8%	16.4%	52.3%	52.8%	56.8%	69.1%	27.1%	22.5%	5.7%	56.1%	100.0%	55.9%	25.0%	13.0%	79.1%	38.7%	49.8%
Vote	50.6%	60.1%	24.6%	14.8%	52.3%	52.8%	56.8%	69.1%	27.1%	22.5%	5.7%	56.1%	100.0%	52.1%	23.1%	10.5%	79.1%	38.7%	49.8%
Lean	1.8%	2.0%	1.2%	1.6%	-	-	-	-	-	-	-	-	-	3.8%	1.9%	2.5%	-	-	-
DEMOCRATIC CANDIDATE	41.1%	33.2%	62.5%	70.6%	33.8%	46.3%	43.2%	25.6%	59.4%	64.0%	61.9%	43.9%	-	40.1%	64.4%	74.3%	17.7%	56.5%	50.2%
Vote	38.6%	31.9%	57.2%	63.4%	33.8%	46.3%	43.2%	24.7%	54.4%	56.6%	61.9%	43.9%	-	38.2%	58.9%	67.3%	17.7%	56.5%	50.2%
Lean	2.4%	1.4%	5.3%	7.1%	-	-	-	0.9%	5.0%	7.3%	-	-	-	1.8%	5.5%	7.0%	-	-	-
FIRM UNDECIDED	6.5%	4.6%	11.7%	13.1%	13.8%	0.9%	-	5.3%	13.5%	13.5%	32.3%	-	-	4.0%	10.6%	12.8%	3.2%	4.9%	-
Net Diff.	11.3%	28.9%	-36.6%	-54.2%	18.5%	6.5%	13.7%	43.4%	-32.3%	-41.5%	-56.2%	12.2%	100.0%	15.8%	-39.4%	-61.3%	61.4%	-17.8%	-0.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
REPUBLICAN CANDIDATE	52.4%	43.5%	51.7%	47.7%	57.0%	61.8%	48.2%	54.4%	48.0%	59.5%	50.2%	61.8%	57.2%	60.1%	55.9%	64.4%	56.1%	69.5%
Vote	50.6%	42.3%	49.2%	46.0%	53.8%	61.3%	46.3%	52.7%	46.1%	57.8%	48.0%	61.3%	57.2%	60.1%	55.9%	64.4%	56.1%	69.5%
Lean	1.8%	1.2%	2.5%	1.7%	3.2%	0.5%	1.9%	1.7%	1.8%	1.8%	2.1%	0.5%	-	-	-	-	-	-
DEMOCRATIC CANDIDATE	41.1%	52.6%	37.8%	43.8%	39.7%	34.0%	44.0%	39.8%	43.9%	36.7%	42.9%	34.0%	34.8%	33.0%	34.8%	31.6%	35.4%	27.4%
Vote	38.6%	50.1%	33.8%	39.9%	38.2%	34.0%	40.7%	37.7%	40.3%	36.0%	39.8%	34.0%	31.6%	31.8%	31.8%	31.6%	33.0%	27.4%
Lean	2.4%	2.5%	4.0%	3.9%	1.5%	-	3.4%	2.1%	3.6%	0.7%	3.1%	-	3.3%	1.2%	3.0%	-	2.4%	-
FIRM UNDECIDED	6.5%	3.9%	10.5%	8.5%	3.3%	4.2%	7.7%	5.8%	8.1%	3.7%	6.9%	4.2%	8.0%	6.9%	9.3%	4.0%	8.5%	3.1%
Net Diff.	11.3%	-9.1%	13.9%	3.9%	17.3%	27.7%	4.2%	14.6%	4.0%	22.8%	7.2%	27.7%	22.4%	27.1%	21.0%	32.8%	20.8%	42.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
REPUBLICAN CANDIDATE	52.4%	39.9%	50.0%	41.2%	55.7%	45.4%	54.4%	59.2%	46.9%	59.9%	40.0%	57.0%	14.4%	54.1%	57.4%	50.0%	52.9%
Vote	50.6%	36.2%	46.9%	37.9%	52.6%	41.6%	53.5%	59.2%	43.6%	57.7%	39.5%	54.4%	14.4%	54.1%	51.8%	50.0%	50.6%
Lean	1.8%	3.7%	3.1%	3.4%	3.1%	3.8%	1.0%	-	3.2%	2.2%	0.5%	2.6%	-	-	5.6%	-	2.3%
DEMOCRATIC CANDIDATE	41.1%	52.6%	45.1%	51.7%	40.8%	48.8%	40.3%	33.6%	47.2%	33.2%	53.1%	37.1%	62.1%	41.4%	40.4%	38.2%	42.0%
Vote	38.6%	49.2%	42.3%	47.5%	39.5%	45.2%	40.3%	31.7%	44.3%	32.3%	48.8%	35.0%	62.1%	40.5%	37.7%	33.8%	40.0%
Lean	2.4%	3.4%	2.8%	4.1%	1.3%	3.7%	-	1.9%	2.9%	0.9%	4.3%	2.1%	-	0.9%	2.7%	4.3%	2.0%
FIRM UNDECIDED	6.5%	7.5%	4.9%	7.1%	3.5%	5.7%	5.2%	7.2%	6.0%	6.8%	6.9%	5.9%	23.5%	4.5%	2.2%	11.9%	5.1%
Net Diff.	11.3%	-12.7%	4.9%	-10.4%	14.9%	-3.4%	14.1%	25.6%	-0.3%	26.7%	-13.1%	19.9%	-47.7%	12.7%	16.9%	11.8%	10.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
REPUBLICAN CANDIDATE	52.4%	63.9%	42.3%	43.2%	49.5%	54.9%	52.3%	78.9%	82.5%	61.3%	27.5%	11.0%	-	12.0%
Vote	50.6%	60.6%	42.3%	43.2%	48.5%	50.7%	44.1%	78.9%	82.5%	61.3%	27.5%	11.0%	-	12.0%
Lean	1.8%	3.4%	-	-	1.0%	4.2%	8.3%	-	-	-	-	-	-	-
DEMOCRATIC CANDIDATE	41.1%	29.1%	49.8%	53.7%	46.0%	35.0%	36.0%	15.5%	16.9%	8.8%	56.1%	79.0%	100.0%	77.2%
Vote	38.6%	27.1%	45.4%	51.1%	43.9%	35.0%	30.5%	13.8%	14.8%	8.8%	56.1%	67.0%	59.0%	67.7%
Lean	2.4%	1.9%	4.4%	2.6%	2.2%	-	5.5%	1.8%	2.1%	-	-	12.0%	41.0%	9.5%
FIRM UNDECIDED	6.5%	7.0%	7.9%	3.0%	4.5%	10.1%	11.7%	5.6%	0.7%	29.8%	16.5%	9.9%	-	10.8%
Net Diff.	11.3%	34.9%	-7.5%	-10.5%	3.5%	19.8%	16.3%	63.3%	65.6%	52.5%	-28.6%	-68.0%	-100%	-65.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

BANNER 1

	TOTAL				AREA				VOTER LIKELIHOOD				GENERIC BALLOT			
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20	
FAVORABLE	21.1%	16.9%	21.8%	28.2%	21.1%	21.0%	21.8%	19.5%	32.8%	33.1%	25.1%	5.3%	4.8%	12.7%	26.9%	
UNFAVORABLE	13.1%	16.1%	10.8%	12.3%	14.8%	1.7%	2.2%	0.9%	2.2%	2.3%	-	27.6%	28.7%	11.2%	9.7%	
NO OPINION	25.4%	29.6%	26.2%	14.9%	26.0%	21.2%	20.1%	23.3%	23.5%	23.8%	16.6%	30.1%	29.0%	48.2%	10.1%	
NEVER HEARD OF	40.4%	37.4%	41.2%	44.6%	38.1%	56.1%	56.0%	56.3%	41.4%	40.8%	58.3%	37.0%	37.5%	28.0%	53.3%	
Net Diff.	8.0%	0.9%	11.0%	15.9%	6.4%	19.2%	19.6%	18.6%	30.6%	30.8%	25.1%	-22.4%	-23.9%	1.5%	17.3%	
Mean	1.93	1.80	1.93	2.24	1.92	2.00	2.04	1.91	2.16	2.16	2.20	1.61	1.61	1.51	2.36	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE	UNFAVORABLE	NO OPINION	NEVER HEARD OF	FAVORABLE BOTH	UNFAVORABLE BOTH	OPINION BOTH	HEARD OF BOTH	
Total	300	63	39	76	121	49	26	64	162	8	2	53	126
FAVORABLE	21.1%	100.0%	-	-	-	16.4%	75.3%	13.8%	16.7%	100.0%	-	52.5%	29.0%
UNFAVORABLE	13.1%	-	100.0%	-	-	48.4%	5.9%	13.5%	3.6%	-	100.0%	47.5%	26.7%
NO OPINION	25.4%	-	-	100.0%	-	22.9%	14.8%	63.8%	12.7%	-	-	-	44.3%
NEVER HEARD OF	40.4%	-	-	-	100.0%	12.4%	4.1%	9.0%	67.1%	-	-	-	-
Net Diff.	8.0%	100.0%	-100%	-	-	-31.9%	69.4%	0.3%	13.1%	100.0%	-100%	5.1%	2.3%
Mean	1.93	3.00	2.00	1.00	-	1.93	2.63	1.45	2.12	3.00	2.00	2.53	1.85



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
FAVORABLE	21.1%	28.3%	15.5%	21.3%	12.6%	13.5%	9.3%	8.8%	34.5%	34.3%	40.8%	4.3%	4.5%	-	26.5%
UNFAVORABLE	13.1%	7.0%	27.5%	9.1%	10.8%	43.1%	24.1%	8.7%	2.4%	2.5%	-	25.9%	26.1%	21.5%	18.3%
NO OPINION	25.4%	21.2%	22.0%	27.3%	38.4%	17.0%	34.6%	31.3%	22.4%	22.2%	30.3%	29.5%	28.8%	48.4%	18.0%
NEVER HEARD OF	40.4%	43.5%	35.1%	42.3%	38.2%	26.4%	32.1%	51.1%	40.7%	41.1%	28.9%	40.2%	40.6%	30.1%	37.2%
Net Diff.	8.0%	21.3%	-12.0%	12.2%	1.8%	-29.6%	-14.8%	0.1%	32.1%	31.8%	40.8%	-21.6%	-21.6%	-21.5%	8.2%
Mean	1.93	2.12	1.90	1.90	1.58	1.95	1.63	1.54	2.20	2.21	2.15	1.58	1.59	1.31	2.14

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
FAVORABLE	21.1%	35.5%	36.9%	-	4.5%	4.7%	-	10.6%	100.0%	26.8%
UNFAVORABLE	13.1%	1.4%	1.4%	-	27.9%	29.2%	-	13.8%	-	14.0%
NO OPINION	25.4%	22.6%	21.8%	42.3%	29.1%	26.6%	80.9%	23.8%	-	8.7%
NEVER HEARD OF	40.4%	40.5%	39.8%	57.7%	38.5%	39.4%	19.1%	51.9%	-	50.6%
Net Diff.	8.0%	34.1%	35.5%	-	-23.4%	-24.5%	-	-3.2%	100.0%	12.8%
Mean	1.93	2.22	2.25	1.00	1.60	1.64	1.00	1.73	3.00	2.37

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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.  
PAUL NEWTON

BANNER 5

	TOTAL		ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REGISTERED PARTY				
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
FAVORABLE	21.1%	18.8%	31.7%	19.6%	26.0%	28.9%	9.7%	24.8%	9.5%	13.8%	35.9%	32.0%	37.4%	20.0%	37.4%	33.2%	5.5%	22.1%	21.7%	24.1%	-
UNFAVORABLE	13.1%	14.9%	4.9%	14.9%	9.1%	8.0%	22.0%	10.4%	27.1%	20.8%	2.2%	1.3%	6.4%	14.1%	6.4%	1.9%	21.2%	18.4%	19.0%	15.6%	-
NO OPINION	25.4%	25.5%	23.2%	25.4%	27.2%	27.7%	20.6%	26.5%	15.0%	26.9%	18.9%	23.6%	13.4%	25.8%	13.4%	22.9%	28.4%	25.3%	23.9%	32.2%	-
NEVER HEARD OF	40.4%	40.8%	40.2%	40.1%	37.8%	35.3%	47.7%	38.3%	48.4%	38.5%	43.1%	43.1%	42.7%	40.1%	42.7%	42.0%	44.9%	34.1%	35.4%	28.1%	-
Net Diff.	8.0%	3.9%	26.8%	4.7%	16.9%	20.8%	-12.3%	14.4%	-17.6%	-7.0%	33.8%	30.7%	31.0%	5.9%	31.0%	31.3%	-15.7%	3.7%	2.7%	8.6%	-
Mean	1.93	1.89	2.14	1.90	1.98	2.02	1.79	1.97	1.89	1.79	2.30	2.15	2.42	1.90	2.42	2.18	1.58	1.95	1.97	1.89	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
FAVORABLE	21.1%	38.0%	8.7%	18.2%	29.0%	4.1%	27.1%	33.0%	6.5%	20.3%	37.1%	4.3%	26.5%	15.9%	4.8%	30.7%
UNFAVORABLE	13.1%	1.4%	18.7%	19.0%	2.3%	22.3%	17.7%	2.1%	27.7%	20.0%	-	13.1%	14.6%	-	12.2%	8.8%
NO OPINION	25.4%	20.7%	19.4%	25.7%	24.9%	32.4%	24.9%	22.6%	30.7%	25.6%	26.5%	25.6%	24.8%	21.6%	26.0%	25.8%
NEVER HEARD OF	40.4%	39.9%	53.3%	37.1%	43.9%	41.2%	30.3%	42.3%	35.2%	34.1%	36.4%	56.9%	34.1%	62.6%	57.0%	34.7%
Net Diff.	8.0%	36.6%	-10.0%	-0.8%	26.6%	-18.2%	9.3%	30.8%	-21.2%	0.3%	37.1%	-8.8%	11.9%	15.9%	-7.4%	21.8%
Mean	1.93	2.29	1.77	1.88	2.07	1.52	2.03	2.18	1.63	1.92	2.17	1.51	2.03	1.85	1.51	2.08

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
FAVORABLE	21.1%	26.6%	38.6%	6.2%	8.7%	4.4%	17.5%	31.8%	25.5%	38.1%	13.0%	13.0%	10.1%	33.8%	2.8%	23.3%	29.8%	5.4%	17.3%	31.6%
UNFAVORABLE	13.1%	1.8%	2.7%	27.1%	31.5%	23.7%	19.7%	3.9%	6.4%	1.4%	-	19.7%	23.7%	5.6%	30.8%	16.5%	2.1%	32.3%	24.0%	3.7%
NO OPINION	25.4%	21.6%	22.3%	28.3%	24.1%	31.5%	25.8%	23.7%	30.2%	17.4%	34.4%	19.6%	25.4%	21.1%	32.7%	26.1%	26.5%	30.7%	23.2%	24.4%
NEVER HEARD OF	40.4%	50.0%	36.4%	38.4%	35.7%	40.5%	37.1%	40.5%	37.9%	43.1%	52.6%	47.6%	40.9%	39.5%	33.7%	34.1%	41.6%	31.6%	35.5%	40.4%
Net Diff.	8.0%	24.9%	35.9%	-20.8%	-22.9%	-19.3%	-2.2%	27.9%	19.1%	36.6%	13.0%	-6.7%	-13.6%	28.2%	-28.0%	6.7%	27.7%	-27.0%	-6.6%	27.9%
Mean	1.93	2.10	2.26	1.64	1.76	1.54	1.87	2.14	1.92	2.36	1.55	1.87	1.74	2.21	1.55	1.96	2.06	1.63	1.91	2.12

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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.  
PAUL NEWTON

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
FAVORABLE	21.1%	7.4%	17.8%	34.6%	5.6%	21.0%	21.3%	34.6%	4.8%	35.6%	23.7%	20.6%	30.6%	14.1%	38.1%	11.1%	23.7%	16.4%	34.8%	11.5%
UNFAVORABLE	13.1%	19.6%	10.5%	5.5%	18.0%	3.1%	10.1%	2.1%	26.2%	-	11.2%	14.2%	7.6%	17.5%	5.3%	17.1%	9.7%	17.9%	7.5%	20.2%
NO OPINION	25.4%	25.0%	31.2%	20.5%	23.6%	28.4%	24.8%	21.9%	29.0%	34.5%	27.3%	24.5%	20.4%	29.2%	19.1%	26.3%	21.6%	31.5%	20.5%	29.8%
NEVER HEARD OF	40.4%	47.9%	40.5%	39.3%	52.8%	47.5%	43.8%	41.4%	39.9%	29.9%	37.7%	40.6%	41.4%	39.2%	37.6%	45.6%	45.0%	34.3%	37.2%	38.5%
Net Diff.	8.0%	-12.2%	7.2%	29.1%	-12.4%	17.8%	11.1%	32.5%	-21.4%	35.6%	12.5%	6.4%	23.1%	-3.4%	32.8%	-6.0%	14.0%	-1.5%	27.3%	-8.7%
Mean	1.93	1.66	1.77	2.23	1.62	1.86	1.94	2.22	1.60	2.02	1.94	1.93	2.17	1.75	2.30	1.72	2.04	1.77	2.23	1.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
FAVORABLE	21.1%	14.1%	19.2%	10.6%	15.3%	21.7%	16.4%	24.0%	21.0%	19.2%	13.7%	20.8%	21.1%	25.0%	9.3%	16.9%	11.7%	22.4%	19.8%	22.9%	25.4%
UNFAVORABLE	13.1%	8.0%	12.3%	10.2%	8.6%	12.7%	17.3%	11.8%	14.2%	13.7%	19.1%	12.2%	22.6%	14.7%	9.6%	11.7%	9.8%	11.9%	14.2%	12.4%	12.0%
NO OPINION	25.4%	20.5%	28.1%	22.9%	28.3%	25.2%	26.7%	20.9%	22.5%	29.8%	29.1%	24.2%	28.0%	29.0%	24.9%	30.7%	23.9%	25.0%	25.4%	20.8%	22.5%
NEVER HEARD OF	40.4%	57.4%	40.4%	56.3%	47.8%	40.4%	39.6%	43.4%	42.3%	37.3%	38.1%	42.8%	28.3%	31.3%	56.2%	40.7%	54.7%	40.7%	40.5%	43.9%	40.1%
Net Diff.	8.0%	6.1%	6.8%	0.4%	6.6%	8.9%	-1.0%	12.2%	6.9%	5.4%	-5.4%	8.6%	-1.4%	10.2%	-0.3%	5.2%	1.9%	10.5%	5.6%	10.4%	13.4%
Mean	1.93	1.85	1.85	1.72	1.75	1.94	1.83	2.06	1.97	1.83	1.75	1.94	1.90	1.94	1.64	1.77	1.73	1.96	1.91	2.04	2.05

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
FAVORABLE	21.1%	21.9%	15.5%	23.8%	21.5%	17.8%	16.2%	11.2%	14.4%	31.5%	9.5%	33.3%	13.6%	29.6%	6.7%	32.2%	10.1%	29.5%	8.5%	25.6%	8.3%
UNFAVORABLE	13.1%	11.5%	15.9%	12.1%	15.4%	11.7%	11.8%	13.4%	8.3%	3.5%	23.8%	4.2%	22.3%	2.8%	24.9%	4.1%	27.2%	1.5%	17.6%	-	14.6%
NO OPINION	25.4%	28.6%	27.7%	25.1%	25.5%	25.1%	25.4%	28.6%	23.8%	20.8%	29.0%	19.1%	25.2%	22.7%	31.7%	22.0%	28.0%	16.6%	30.9%	18.5%	29.0%
NEVER HEARD OF	40.4%	38.0%	40.9%	39.1%	37.6%	45.4%	46.7%	46.8%	53.4%	44.1%	37.6%	43.3%	39.0%	44.9%	36.6%	41.7%	34.6%	52.4%	43.0%	55.9%	48.1%
Net Diff.	8.0%	10.5%	-0.4%	11.7%	6.2%	6.1%	4.4%	-2.2%	6.1%	28.0%	-14.3%	29.1%	-8.7%	26.8%	-18.2%	28.1%	-17.1%	28.1%	-9.1%	25.6%	-6.2%
Mean	1.93	1.89	1.79	1.98	1.94	1.86	1.83	1.67	1.80	2.19	1.69	2.25	1.81	2.13	1.61	2.17	1.73	2.27	1.61	2.16	1.60



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
FAVORABLE	21.1%	30.8%	44.7%	33.5%	24.9%	9.5%	20.9%	3.5%	3.8%	31.4%	14.7%	30.1%	6.0%	32.1%	9.5%	26.1%	9.4%	21.3%	9.0%
UNFAVORABLE	13.1%	5.4%	6.9%	-	7.0%	24.6%	12.5%	25.6%	33.1%	6.6%	22.0%	4.2%	26.4%	4.6%	29.5%	8.5%	15.5%	10.3%	10.7%
NO OPINION	25.4%	22.5%	8.7%	15.9%	29.8%	27.8%	33.8%	26.5%	24.1%	21.5%	22.5%	23.5%	31.4%	23.0%	27.9%	21.0%	27.7%	19.4%	27.6%
NEVER HEARD OF	40.4%	41.4%	39.7%	50.6%	38.4%	38.1%	32.8%	44.4%	39.0%	40.5%	40.8%	42.3%	36.2%	40.3%	33.0%	44.4%	47.5%	49.0%	52.7%
Net Diff.	8.0%	25.4%	37.8%	33.5%	17.9%	-15.2%	8.3%	-22.1%	-29.3%	24.8%	-7.3%	26.0%	-20.4%	27.5%	-20.0%	17.5%	-6.1%	10.9%	-1.6%
Mean	1.93	2.14	2.60	2.36	1.92	1.70	1.81	1.59	1.67	2.17	1.87	2.12	1.60	2.15	1.72	2.09	1.65	2.04	1.61

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
FAVORABLE	21.1%	22.8%	16.7%	13.3%	31.2%	13.2%	42.9%	28.0%	10.6%	11.3%	-	16.4%	-	18.2%	20.7%	14.4%	49.1%	-	49.8%
UNFAVORABLE	13.1%	13.7%	11.7%	10.1%	15.3%	12.9%	30.5%	11.3%	14.6%	9.3%	41.9%	15.9%	-	15.9%	9.9%	10.6%	-	-	35.4%
NO OPINION	25.4%	25.4%	25.5%	25.6%	21.8%	30.1%	26.6%	22.5%	22.2%	24.8%	3.2%	21.3%	100.0%	28.0%	27.6%	26.0%	32.5%	67.2%	14.7%
NEVER HEARD OF	40.4%	38.1%	46.1%	51.1%	31.7%	43.8%	-	38.2%	52.7%	54.7%	55.0%	46.4%	-	37.9%	41.9%	49.0%	18.4%	32.8%	-
Net Diff.	8.0%	9.1%	5.0%	3.1%	15.9%	0.4%	12.4%	16.8%	-4.1%	2.0%	-41.9%	0.5%	-	2.3%	10.8%	3.8%	49.1%	-	14.4%
Mean	1.93	1.96	1.84	1.75	2.14	1.70	2.16	2.09	1.76	1.70	1.93	1.91	1.00	1.84	1.88	1.77	2.20	1.00	2.35

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
FAVORABLE	21.1%	18.8%	29.6%	18.3%	23.2%	17.4%	25.1%	19.3%	21.6%	20.1%	22.0%	17.4%	28.0%	22.1%	26.0%	20.6%	22.8%	27.6%
UNFAVORABLE	13.1%	24.9%	8.7%	11.6%	13.5%	12.1%	15.5%	12.2%	13.5%	12.8%	13.5%	12.1%	8.5%	13.7%	9.9%	15.4%	11.7%	13.2%
NO OPINION	25.4%	19.4%	20.9%	29.2%	20.4%	30.9%	20.3%	27.3%	24.8%	25.9%	23.8%	30.9%	9.8%	28.1%	17.7%	29.7%	20.7%	28.2%
NEVER HEARD OF	40.4%	36.9%	40.8%	41.0%	42.9%	39.7%	39.2%	41.1%	40.1%	41.2%	40.8%	39.7%	53.7%	36.1%	46.3%	34.2%	44.8%	31.0%
Net Diff.	8.0%	-6.1%	21.0%	6.7%	9.6%	5.3%	9.6%	7.1%	8.1%	7.3%	8.5%	5.3%	19.4%	8.4%	16.1%	5.3%	11.1%	14.4%
Mean	1.93	1.99	2.15	1.81	2.05	1.78	2.08	1.86	1.95	1.90	1.97	1.78	2.39	1.91	2.15	1.86	2.04	1.99

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.  
 PAUL NEWTON

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
FAVORABLE	21.1%	22.4%	17.1%	17.8%	19.7%	21.3%	7.6%	23.9%	18.8%	20.7%	16.9%	25.7%	18.8%	19.5%	24.7%	20.1%	21.2%
UNFAVORABLE	13.1%	22.0%	11.1%	16.5%	10.7%	14.9%	11.0%	12.1%	14.0%	9.3%	18.7%	11.5%	9.9%	17.0%	9.4%	14.7%	12.1%
NO OPINION	25.4%	30.0%	26.7%	30.9%	23.0%	26.2%	33.4%	22.4%	27.8%	25.8%	23.8%	26.5%	47.8%	28.3%	23.3%	25.4%	24.2%
NEVER HEARD OF	40.4%	25.6%	45.0%	34.8%	46.6%	37.6%	48.0%	41.6%	39.4%	44.1%	40.6%	36.3%	23.6%	35.2%	42.6%	39.7%	42.5%
Net Diff.	8.0%	0.4%	6.0%	1.3%	9.0%	6.4%	-3.3%	11.9%	4.8%	11.4%	-1.8%	14.2%	8.9%	2.5%	15.3%	5.4%	9.1%
Mean	1.93	1.90	1.83	1.80	1.94	1.92	1.50	2.03	1.85	1.91	1.88	1.99	1.62	1.86	2.02	1.91	1.95

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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.

PAUL NEWTON

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	105	70	51	41	33	37	27	22	5	5	27	2	25
FAVORABLE	21.1%	22.4%	17.1%	13.5%	20.9%	37.8%	19.1%	42.1%	38.3%	60.7%	27.7%	5.1%	-	5.5%
UNFAVORABLE	13.1%	10.3%	9.0%	18.8%	19.6%	14.2%	21.5%	11.5%	12.0%	8.8%	15.4%	21.8%	17.4%	22.2%
NO OPINION	25.4%	30.1%	28.0%	24.2%	19.9%	13.1%	31.7%	7.4%	9.0%	-	27.9%	33.9%	82.6%	29.7%
NEVER HEARD OF	40.4%	37.2%	45.9%	43.5%	39.6%	34.9%	27.6%	39.0%	40.7%	30.4%	29.1%	39.2%	-	42.6%
Net Diff.	8.0%	12.1%	8.1%	-5.4%	1.4%	23.6%	-2.4%	30.7%	26.3%	51.9%	12.2%	-16.7%	-17.4%	-16.7%
Mean	1.93	1.88	1.80	1.81	2.02	2.38	1.83	2.57	2.49	2.87	2.00	1.53	1.17	1.58

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
FAVORABLE	16.2%	24.0%	12.0%	9.2%	17.8%	5.2%	6.0%	3.8%	6.3%	6.5%	-	28.5%	28.8%	24.1%	17.9%
UNFAVORABLE	8.7%	6.5%	6.1%	19.1%	9.2%	5.1%	1.6%	11.7%	14.8%	15.3%	-	0.9%	1.0%	-	9.3%
NO OPINION	21.2%	23.9%	23.8%	10.1%	21.2%	21.3%	25.0%	14.4%	19.6%	19.1%	33.7%	25.8%	25.2%	35.9%	5.6%
NEVER HEARD OF	53.9%	45.5%	58.1%	61.7%	51.8%	68.3%	67.4%	70.1%	59.4%	59.1%	66.3%	44.7%	45.0%	40.0%	67.2%
Net Diff.	7.4%	17.5%	5.9%	-9.9%	8.5%	0.1%	4.3%	-7.8%	-8.5%	-8.8%	-	27.6%	27.9%	24.1%	8.6%
Mean	1.89	2.00	1.72	1.98	1.93	1.49	1.42	1.65	1.67	1.69	1.00	2.05	2.07	1.80	2.37

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
FAVORABLE	16.2%	12.6%	59.5%	14.6%	4.9%	100.0%	-	-	-	100.0%	-	59.7%	33.8%
UNFAVORABLE	8.7%	31.1%	3.9%	5.1%	0.9%	-	100.0%	-	-	-	100.0%	40.3%	20.0%
NO OPINION	21.2%	13.9%	21.8%	53.4%	4.7%	-	-	100.0%	-	-	-	-	46.2%
NEVER HEARD OF	53.9%	42.5%	14.8%	26.9%	89.5%	-	-	-	100.0%	-	-	-	-
Net Diff.	7.4%	-18.5%	55.6%	9.5%	4.1%	100.0%	-100%	-	-	100.0%	-100%	19.3%	13.9%
Mean	1.89	1.98	2.44	1.47	2.02	3.00	2.00	1.00	-	3.00	2.00	2.60	1.88

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
FAVORABLE	16.2%	11.8%	31.3%	10.9%	18.2%	25.9%	29.4%	4.4%	6.8%	7.0%	-	27.2%	27.4%	20.7%	24.3%
UNFAVORABLE	8.7%	12.7%	8.0%	8.0%	5.2%	-	3.2%	-	15.3%	14.8%	29.4%	1.2%	1.2%	-	1.3%
NO OPINION	21.2%	16.9%	15.5%	26.0%	21.6%	37.3%	23.5%	38.6%	18.3%	18.2%	21.2%	24.4%	24.4%	24.0%	28.3%
NEVER HEARD OF	53.9%	58.5%	45.3%	55.1%	55.1%	36.8%	43.9%	56.9%	59.7%	60.0%	49.3%	47.2%	46.9%	55.2%	46.1%
Net Diff.	7.4%	-0.8%	23.3%	2.9%	13.0%	25.9%	26.2%	4.4%	-8.5%	-7.9%	-29.4%	26.0%	26.2%	20.7%	22.9%
Mean	1.89	1.88	2.29	1.66	1.92	1.82	2.11	1.21	1.71	1.72	1.58	2.05	2.06	1.93	1.92



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
FAVORABLE	16.2%	6.3%	6.6%	-	30.6%	30.9%	24.5%	2.8%	9.8%	6.2%
UNFAVORABLE	8.7%	15.7%	16.3%	-	0.8%	0.9%	-	2.9%	35.3%	1.8%
NO OPINION	21.2%	16.3%	15.2%	42.3%	24.4%	23.4%	45.5%	42.2%	11.4%	38.6%
NEVER HEARD OF	53.9%	61.7%	61.9%	57.7%	44.2%	44.8%	30.1%	52.1%	43.4%	53.4%
Net Diff.	7.4%	-9.3%	-9.7%	-	29.8%	30.0%	24.5%	-0.1%	-25.4%	4.5%
Mean	1.89	1.74	1.77	1.00	2.11	2.14	1.70	1.18	1.97	1.31

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

BANNER 5

	TOTAL																REGISTERED PARTY					DK/Ref
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
FAVORABLE	16.2%	18.4%	8.6%	19.9%	10.0%	12.9%	21.7%	14.1%	23.1%	23.3%	6.3%	7.6%	0.5%	17.9%	0.5%	8.5%	25.6%	16.1%	13.9%	26.3%	-	
UNFAVORABLE	8.7%	8.2%	11.3%	7.3%	12.4%	11.8%	5.0%	10.3%	4.4%	3.9%	18.3%	16.1%	15.3%	8.0%	15.3%	12.3%	1.9%	11.1%	8.7%	22.5%	-	
NO OPINION	21.2%	21.5%	18.3%	21.1%	21.9%	24.8%	18.0%	23.0%	12.6%	23.4%	14.5%	17.3%	13.3%	21.3%	13.3%	17.0%	22.5%	25.0%	25.3%	23.6%	-	
NEVER HEARD OF	53.9%	51.8%	61.9%	51.7%	55.8%	50.4%	55.2%	52.6%	59.9%	49.4%	60.8%	59.0%	70.9%	52.7%	70.9%	62.2%	50.0%	47.9%	52.1%	27.5%	-	
Net Diff.	7.4%	10.2%	-2.7%	12.6%	-2.4%	1.1%	16.7%	3.8%	18.6%	19.4%	-12.0%	-8.5%	-14.8%	9.9%	-14.8%	-3.8%	23.6%	5.0%	5.2%	3.8%	-	
Mean	1.89	1.94	1.74	1.98	1.73	1.76	2.08	1.81	2.26	2.00	1.79	1.76	1.56	1.93	1.56	1.78	2.06	1.83	1.76	2.04	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
FAVORABLE	16.2%	7.2%	26.0%	16.8%	9.6%	25.4%	15.1%	8.1%	25.1%	14.8%	12.2%	26.0%	19.2%	-	26.5%	10.9%
UNFAVORABLE	8.7%	15.1%	1.4%	7.1%	9.8%	2.2%	16.1%	13.7%	3.5%	11.9%	1.4%	-	9.2%	3.0%	-	9.3%
NO OPINION	21.2%	17.7%	14.1%	26.3%	16.3%	26.3%	23.3%	15.5%	26.4%	27.7%	30.2%	17.8%	18.2%	18.6%	18.9%	21.5%
NEVER HEARD OF	53.9%	60.0%	58.5%	49.8%	64.3%	46.2%	45.5%	62.7%	45.0%	45.6%	56.2%	56.1%	53.5%	78.4%	54.6%	58.4%
Net Diff.	7.4%	-7.9%	24.6%	9.7%	-0.2%	23.2%	-1.1%	-5.6%	21.6%	2.9%	10.8%	26.0%	10.0%	-3.0%	26.5%	1.6%
Mean	1.89	1.74	2.29	1.81	1.81	1.98	1.85	1.80	1.98	1.76	1.59	2.19	2.02	1.14	2.17	1.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
FAVORABLE	16.2%	10.3%	6.3%	35.1%	31.0%	38.3%	15.2%	8.3%	7.2%	9.3%	2.3%	34.6%	15.8%	9.2%	35.4%	14.8%	7.3%	35.1%	13.7%	7.5%	
UNFAVORABLE	8.7%	9.7%	16.9%	1.2%	2.9%	-	13.5%	11.0%	6.3%	15.6%	26.8%	3.7%	11.5%	10.5%	-	15.0%	11.6%	-	16.4%	12.7%	
NO OPINION	21.2%	13.8%	20.7%	21.0%	21.1%	20.9%	22.3%	20.5%	26.7%	14.5%	-	12.8%	22.5%	20.9%	25.2%	22.2%	20.2%	28.0%	21.0%	19.8%	
NEVER HEARD OF	53.9%	66.3%	56.1%	42.6%	45.0%	40.8%	49.0%	60.2%	59.7%	60.6%	71.0%	49.0%	50.2%	59.5%	39.4%	48.0%	60.9%	36.8%	48.9%	59.9%	
Net Diff.	7.4%	0.6%	-10.7%	33.9%	28.1%	38.3%	1.7%	-2.7%	1.0%	-6.3%	-24.5%	30.9%	4.2%	-1.3%	35.4%	-0.2%	-4.3%	35.1%	-2.6%	-5.2%	
Mean	1.89	1.90	1.67	2.25	2.18	2.29	1.86	1.69	1.52	1.87	2.08	2.43	1.86	1.71	2.17	1.86	1.67	2.11	1.86	1.69	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
FAVORABLE	16.2%	35.1%	18.4%	13.1%	33.8%	12.4%	10.9%	6.4%	27.3%	16.5%	23.3%	13.7%	10.4%	21.4%	7.1%	23.2%	13.4%	20.1%	10.3%	18.3%
UNFAVORABLE	8.7%	3.0%	7.3%	0.8%	-	8.6%	1.5%	14.1%	2.3%	20.5%	9.3%	8.7%	11.6%	5.9%	13.2%	5.7%	10.2%	6.1%	14.4%	6.3%
NO OPINION	21.2%	11.2%	25.1%	25.5%	12.8%	21.3%	28.6%	19.2%	23.8%	10.0%	16.6%	22.9%	19.8%	22.8%	19.2%	19.9%	20.5%	24.9%	19.0%	24.8%
NEVER HEARD OF	53.9%	50.7%	49.1%	60.5%	53.4%	57.7%	59.0%	60.4%	46.7%	52.9%	50.8%	54.6%	58.2%	49.9%	60.5%	51.1%	56.0%	48.9%	56.4%	50.6%
Net Diff.	7.4%	32.1%	11.1%	12.3%	33.8%	3.8%	9.4%	-7.7%	25.0%	-4.0%	14.0%	5.0%	-1.3%	15.5%	-6.1%	17.5%	3.2%	14.0%	-4.1%	12.0%
Mean	1.89	2.49	1.87	1.69	2.45	1.79	1.57	1.68	2.07	2.14	2.14	1.80	1.77	1.97	1.70	2.07	1.84	1.91	1.80	1.87

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
FAVORABLE	16.2%	11.0%	27.5%	13.9%	23.3%	13.8%	21.4%	11.5%	20.6%	16.3%	21.9%	8.8%	25.1%	30.5%	15.9%	28.3%	15.0%	14.7%	17.8%	12.5%	17.5%
UNFAVORABLE	8.7%	0.6%	5.3%	0.8%	4.8%	12.6%	2.3%	14.7%	-	10.3%	3.6%	15.3%	1.7%	3.8%	3.3%	1.5%	4.2%	9.0%	7.9%	10.7%	7.8%
NO OPINION	21.2%	24.0%	18.8%	27.4%	18.1%	22.7%	22.7%	21.3%	21.4%	24.3%	23.4%	22.7%	25.4%	23.1%	18.7%	20.5%	20.4%	22.0%	20.3%	21.8%	17.7%
NEVER HEARD OF	53.9%	64.4%	48.4%	57.9%	53.8%	50.9%	53.6%	52.5%	58.0%	49.2%	51.1%	53.1%	47.8%	42.6%	62.1%	49.7%	60.4%	54.4%	54.0%	55.0%	56.9%
Net Diff.	7.4%	10.4%	22.2%	13.2%	18.5%	1.2%	19.1%	-3.3%	20.6%	6.0%	18.2%	-6.5%	23.5%	26.7%	12.6%	26.7%	10.9%	5.7%	9.9%	1.9%	9.7%
Mean	1.89	1.64	2.17	1.68	2.11	1.82	1.97	1.79	1.98	1.84	1.97	1.70	2.00	2.13	1.93	2.15	1.86	1.84	1.95	1.79	2.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
FAVORABLE	16.2%	16.5%	18.0%	12.2%	16.6%	24.0%	20.5%	29.5%	14.0%	8.6%	25.1%	7.2%	25.3%	10.1%	24.9%	7.8%	23.8%	12.2%	27.3%	8.4%	24.4%
UNFAVORABLE	8.7%	7.5%	8.0%	10.1%	10.5%	5.0%	2.4%	6.5%	0.9%	13.1%	3.5%	12.2%	5.6%	14.0%	2.1%	14.9%	4.3%	5.7%	2.2%	8.9%	0.5%
NO OPINION	21.2%	22.1%	22.3%	23.8%	19.7%	15.8%	21.6%	16.4%	21.4%	16.4%	26.4%	18.2%	21.6%	14.4%	29.7%	17.0%	28.0%	14.1%	23.5%	11.4%	23.9%
NEVER HEARD OF	53.9%	53.8%	51.8%	53.9%	53.3%	55.2%	55.5%	47.6%	63.6%	61.9%	45.0%	62.3%	47.5%	61.5%	43.3%	60.2%	43.9%	68.0%	47.0%	71.3%	51.3%
Net Diff.	7.4%	9.0%	10.1%	2.1%	6.1%	19.0%	18.0%	22.9%	13.1%	-4.5%	21.5%	-5.0%	19.8%	-3.9%	22.7%	-7.1%	19.6%	6.4%	25.1%	-0.5%	23.9%
Mean	1.89	1.88	1.91	1.75	1.93	2.18	1.97	2.25	1.80	1.80	1.98	1.71	2.07	1.89	1.91	1.77	1.93	1.94	2.07	1.90	2.01

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
FAVORABLE	16.2%	9.6%	11.8%	7.1%	9.9%	25.5%	21.0%	24.2%	29.4%	9.5%	23.2%	9.8%	27.0%	6.7%	26.2%	21.2%	24.2%	18.0%	21.4%
UNFAVORABLE	8.7%	13.8%	14.8%	13.6%	13.6%	2.1%	3.7%	3.5%	0.2%	13.0%	3.7%	14.6%	1.0%	16.2%	1.8%	4.9%	2.6%	7.0%	0.6%
NO OPINION	21.2%	16.8%	9.2%	15.2%	20.1%	26.2%	34.1%	25.6%	20.6%	18.0%	23.3%	15.6%	28.1%	17.1%	30.2%	16.2%	18.6%	13.9%	18.4%
NEVER HEARD OF	53.9%	59.7%	64.2%	64.1%	56.5%	46.3%	41.2%	46.7%	49.8%	59.5%	49.7%	60.0%	44.0%	60.1%	41.8%	57.7%	54.7%	61.1%	59.6%
Net Diff.	7.4%	-4.2%	-3.0%	-6.5%	-3.7%	23.4%	17.3%	20.6%	29.1%	-3.5%	19.5%	-4.9%	26.0%	-9.5%	24.4%	16.3%	21.6%	11.0%	20.8%
Mean	1.89	1.82	2.07	1.77	1.77	1.99	1.78	1.97	2.17	1.79	2.00	1.85	1.98	1.74	1.93	2.12	2.12	2.10	2.07



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
FAVORABLE	16.2%	14.2%	21.7%	19.6%	28.0%	25.9%	30.5%	11.4%	26.8%	23.0%	41.9%	32.1%	-	16.7%	18.3%	17.7%	20.0%	-	35.4%
UNFAVORABLE	8.7%	10.8%	3.3%	3.0%	-	13.2%	-	10.6%	4.0%	1.7%	-	16.4%	-	10.9%	2.9%	3.7%	-	-	-
NO OPINION	21.2%	21.9%	19.7%	19.6%	20.6%	17.0%	26.6%	22.8%	12.3%	14.5%	3.2%	5.2%	100.0%	21.0%	24.5%	22.5%	30.6%	67.2%	14.7%
NEVER HEARD OF	53.9%	53.2%	55.3%	57.8%	51.4%	43.8%	42.9%	55.2%	56.9%	60.9%	55.0%	46.4%	-	51.4%	54.2%	56.1%	49.4%	32.8%	49.8%
Net Diff.	7.4%	3.4%	18.3%	16.6%	28.0%	12.7%	30.5%	0.8%	22.8%	21.3%	41.9%	15.7%	-	5.8%	15.5%	14.0%	20.0%	-	35.4%
Mean	1.89	1.84	2.04	2.00	2.15	2.16	2.07	1.74	2.34	2.22	2.86	2.50	1.00	1.91	1.86	1.89	1.79	1.00	2.41

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
FAVORABLE	16.2%	20.2%	17.9%	19.9%	13.8%	9.6%	18.8%	15.2%	19.4%	11.6%	18.0%	9.6%	17.0%	14.1%	17.7%	10.8%	17.5%	6.6%
UNFAVORABLE	8.7%	11.6%	12.5%	7.4%	10.7%	4.3%	12.2%	7.4%	9.8%	7.3%	10.0%	4.3%	8.9%	9.1%	10.3%	7.1%	9.7%	6.9%
NO OPINION	21.2%	23.6%	13.4%	20.0%	16.0%	32.1%	17.7%	22.6%	18.9%	24.5%	18.2%	32.1%	13.3%	23.6%	17.2%	25.3%	16.4%	33.7%
NEVER HEARD OF	53.9%	44.6%	56.2%	52.7%	59.5%	54.0%	51.3%	54.9%	52.0%	56.6%	53.8%	54.0%	60.8%	53.2%	54.8%	56.8%	56.4%	52.8%
Net Diff.	7.4%	8.5%	5.3%	12.4%	3.2%	5.3%	6.7%	7.8%	9.6%	4.3%	8.1%	5.3%	8.1%	5.0%	7.4%	3.8%	7.9%	-0.4%
Mean	1.89	1.94	2.10	2.00	1.95	1.51	2.02	1.84	2.01	1.70	2.00	1.51	2.10	1.80	2.01	1.66	2.03	1.42

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
FAVORABLE	16.2%	20.6%	16.0%	20.8%	12.2%	18.4%	12.5%	15.0%	17.1%	11.1%	18.0%	19.6%	31.1%	21.3%	14.4%	13.0%	16.1%
UNFAVORABLE	8.7%	15.2%	6.0%	9.3%	7.5%	10.2%	1.7%	9.0%	8.5%	7.4%	5.7%	13.0%	-	5.5%	19.0%	10.6%	6.0%
NO OPINION	21.2%	21.8%	21.7%	20.3%	23.8%	19.6%	30.6%	20.4%	22.0%	27.9%	21.3%	14.3%	10.1%	23.8%	17.4%	21.9%	21.5%
NEVER HEARD OF	53.9%	42.4%	56.3%	49.6%	56.5%	51.8%	55.2%	55.6%	52.4%	53.6%	55.0%	53.0%	58.8%	49.5%	49.2%	54.4%	56.4%
Net Diff.	7.4%	5.4%	10.0%	11.5%	4.7%	8.2%	10.8%	6.0%	8.6%	3.6%	12.2%	6.6%	31.1%	15.8%	-4.7%	2.4%	10.1%
Mean	1.89	1.98	1.87	2.01	1.73	1.98	1.60	1.88	1.90	1.64	1.93	2.11	2.51	1.95	1.94	1.81	1.88

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

4. Opinion: KESHIA SANDIDGE

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	105	70	51	41	33	37	27	22	5	5	27	2	25
FAVORABLE	16.2%	13.9%	12.4%	22.8%	25.0%	10.0%	10.2%	7.0%	2.3%	29.8%	17.0%	32.9%	100.0%	27.0%
UNFAVORABLE	8.7%	13.1%	6.3%	6.2%	5.7%	7.8%	15.3%	8.2%	9.8%	-	27.5%	5.1%	-	5.5%
NO OPINION	21.2%	23.0%	21.6%	22.1%	17.3%	18.5%	34.5%	24.0%	22.6%	30.9%	-	17.8%	-	19.4%
NEVER HEARD OF	53.9%	50.0%	59.8%	48.8%	52.0%	63.8%	40.0%	60.8%	65.3%	39.3%	55.5%	44.2%	-	48.1%
Net Diff.	7.4%	0.9%	6.1%	16.7%	19.3%	2.2%	-5.1%	-1.1%	-7.5%	29.8%	-10.4%	27.9%	100.0%	21.5%
Mean	1.89	1.82	1.77	2.01	2.16	1.77	1.59	1.57	1.42	1.98	2.38	2.27	3.00	2.15

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
ECONOMIC ISSUES	42.7%	44.1%	35.4%	56.1%	45.2%	25.5%	20.7%	34.5%	57.0%	56.0%	86.2%	24.7%	24.5%	28.0%	41.3%
CRIME/PUBLIC SAFETY	20.6%	21.4%	20.8%	18.5%	18.7%	33.6%	38.2%	25.2%	23.0%	23.7%	5.8%	19.4%	20.3%	6.2%	8.1%
HEALTHCARE ISSUES	11.4%	10.5%	12.0%	11.7%	11.8%	8.2%	10.9%	3.0%	5.1%	5.2%	-	17.4%	18.5%	-	24.2%
EDUCATION ISSUES	10.6%	5.3%	17.6%	6.2%	10.0%	15.1%	12.4%	20.1%	8.0%	8.3%	-	13.7%	13.0%	24.2%	12.4%
CULTURAL/SOCIAL ISSUES	6.6%	8.7%	5.2%	5.5%	6.4%	8.2%	6.9%	10.6%	3.1%	3.2%	-	11.8%	11.2%	20.8%	2.3%
ENVIRONMENTAL ISSUES	5.0%	6.6%	5.0%	1.7%	5.5%	1.5%	2.3%	-	0.5%	0.6%	-	11.2%	10.6%	20.8%	2.1%
DK/REFUSED	3.1%	3.4%	4.1%	0.2%	2.4%	7.9%	8.6%	6.6%	3.3%	3.1%	8.0%	1.8%	2.0%	-	9.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
ECONOMIC ISSUES	42.7%	57.2%	22.6%	35.8%	46.1%	31.3%	62.1%	34.1%	46.5%	52.7%	92.0%	42.3%	38.3%
CRIME/PUBLIC SAFETY	20.6%	20.8%	14.3%	22.1%	21.6%	13.9%	18.8%	25.2%	21.1%	5.7%	-	15.0%	18.3%
HEALTHCARE ISSUES	11.4%	8.3%	23.8%	9.8%	9.9%	22.0%	10.4%	8.3%	9.5%	21.2%	-	20.4%	14.2%
EDUCATION ISSUES	10.6%	6.3%	8.7%	16.0%	10.0%	11.9%	6.3%	10.8%	10.8%	0.7%	8.0%	7.1%	11.0%
CULTURAL/SOCIAL ISSUES	6.6%	2.9%	12.1%	9.0%	5.3%	12.0%	2.4%	7.3%	5.4%	12.8%	-	7.7%	8.1%
ENVIRONMENTAL ISSUES	5.0%	3.2%	16.4%	3.4%	3.3%	8.0%	-	8.8%	3.4%	6.8%	-	6.6%	7.2%
DK/REFUSED	3.1%	1.3%	2.1%	3.8%	3.9%	0.8%	-	5.6%	3.3%	-	-	0.8%	2.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
ECONOMIC ISSUES	42.7%	100.0%	-	-	-	-	-	-	58.2%	58.1%	60.7%	24.8%	23.9%	50.8%	28.0%
CRIME/PUBLIC SAFETY	20.6%	-	100.0%	-	-	-	-	-	22.0%	21.5%	39.3%	19.8%	20.5%	-	7.0%
HEALTHCARE ISSUES	11.4%	100.0%	-	-	-	-	-	-	5.5%	5.7%	-	17.6%	18.3%	-	24.7%
EDUCATION ISSUES	10.6%	-	-	100.0%	-	-	-	-	7.9%	8.1%	-	13.1%	13.6%	-	23.3%
CULTURAL/SOCIAL ISSUES	6.6%	-	-	-	-	100.0%	-	-	3.0%	3.1%	-	11.5%	11.1%	21.5%	-
ENVIRONMENTAL ISSUES	5.0%	-	-	-	100.0%	-	-	-	0.3%	0.3%	-	10.4%	9.8%	27.7%	9.7%
DK/REFUSED	3.1%	-	-	-	-	-	100.0%	3.1%	3.2%	-	2.8%	2.9%	-	7.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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-CIDED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
ECONOMIC ISSUES	42.7%	57.1%	56.0%	83.0%	25.4%	25.8%	16.8%	37.2%	60.9%	38.0%
CRIME/PUBLIC SAFETY	20.6%	21.7%	21.9%	17.0%	18.2%	18.5%	13.1%	27.1%	21.3%	9.5%
HEALTHCARE ISSUES	11.4%	5.9%	6.1%	-	18.7%	18.9%	15.3%	8.5%	8.4%	22.6%
EDUCATION ISSUES	10.6%	8.4%	8.8%	-	13.0%	13.2%	7.6%	13.3%	5.6%	6.5%
CULTURAL/SOCIAL ISSUES	6.6%	3.8%	3.9%	-	11.2%	11.7%	-	-	1.6%	-
ENVIRONMENTAL ISSUES	5.0%	0.3%	0.3%	-	10.6%	9.7%	28.0%	7.7%	0.8%	13.1%
DK/REFUSED	3.1%	2.9%	3.0%	-	2.9%	2.1%	19.1%	6.2%	1.5%	10.2%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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														DK/Ref					
		ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO			REPUB-LICAN	DEMO-CRATIC	INDEP./OTHER/DK	Indep-ent	Other
		SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE						
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
ECONOMIC ISSUES	42.7%	42.1%	43.2%	41.7%	44.9%	46.1%	38.8%	46.4%	23.3%	32.7%	58.0%	59.3%	50.5%	41.8%	50.5%	53.2%	32.5%	40.4%	39.1%	46.7%	-
CRIME/PUBLIC SAFETY	20.6%	19.5%	25.4%	20.6%	21.8%	22.8%	17.2%	22.3%	19.4%	21.4%	21.9%	18.1%	34.3%	20.3%	34.3%	23.1%	17.4%	20.7%	22.3%	13.2%	-
HEALTHCARE ISSUES	11.4%	13.4%	4.0%	13.6%	8.2%	7.3%	17.1%	10.2%	17.2%	15.8%	4.6%	5.5%	2.8%	12.3%	2.8%	8.0%	16.9%	9.9%	9.8%	10.1%	-
EDUCATION ISSUES	10.6%	10.9%	10.2%	11.1%	10.1%	8.9%	13.0%	10.0%	12.7%	11.7%	8.0%	9.1%	7.8%	10.8%	7.8%	10.7%	11.3%	9.9%	8.1%	18.4%	-
CULTURAL/SOCIAL ISSUES	6.6%	6.7%	7.4%	5.5%	6.6%	7.4%	6.5%	5.4%	9.1%	8.8%	2.4%	2.2%	2.5%	6.5%	2.5%	1.8%	10.8%	8.2%	9.8%	0.5%	-
ENVIRONMENTAL ISSUES	5.0%	5.8%	2.6%	5.3%	4.1%	5.1%	4.8%	3.1%	13.4%	7.3%	1.4%	1.1%	2.3%	5.2%	2.3%	1.1%	8.1%	6.6%	5.7%	10.7%	-
DK/REFUSED	3.1%	1.7%	7.3%	2.2%	4.3%	2.5%	2.7%	2.7%	4.8%	2.2%	3.8%	4.7%	-	3.1%	-	2.0%	3.1%	4.4%	5.2%	0.4%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
ECONOMIC ISSUES	42.7%	47.9%	39.2%	46.1%	57.9%	29.6%	33.2%	54.2%	32.4%	40.6%	47.9%	32.8%	40.1%	21.4%	31.6%	36.2%
CRIME/PUBLIC SAFETY	20.6%	25.6%	8.0%	18.6%	20.9%	21.5%	23.5%	23.6%	10.7%	23.4%	20.6%	25.6%	14.2%	37.9%	28.4%	21.9%
HEALTHCARE ISSUES	11.4%	7.7%	14.6%	9.8%	8.3%	17.9%	9.9%	8.5%	20.8%	8.5%	4.2%	12.1%	13.3%	9.3%	10.9%	11.5%
EDUCATION ISSUES	10.6%	13.2%	13.7%	5.4%	8.4%	10.2%	15.4%	9.2%	12.1%	10.2%	18.2%	10.3%	8.9%	22.1%	11.4%	12.9%
CULTURAL/SOCIAL ISSUES	6.6%	3.8%	7.0%	9.3%	-	12.4%	6.8%	2.0%	9.5%	7.5%	-	12.2%	9.8%	-	13.6%	7.9%
ENVIRONMENTAL ISSUES	5.0%	0.6%	11.3%	7.4%	1.6%	6.6%	5.6%	0.8%	13.7%	6.4%	4.2%	1.1%	7.0%	9.3%	1.2%	6.9%
DK/REFUSED	3.1%	1.1%	6.1%	3.4%	2.9%	1.7%	5.6%	1.7%	0.8%	3.4%	5.0%	5.9%	6.7%	-	2.9%	2.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 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	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
ECONOMIC ISSUES	42.7%	53.3%	53.0%	22.1%	21.5%	22.5%	36.8%	56.4%	54.0%	58.7%	90.1%	28.6%	35.9%	55.9%	18.8%	37.5%	56.9%	15.2%	36.9%	57.9%
CRIME/PUBLIC SAFETY	20.6%	24.9%	20.7%	12.3%	8.7%	15.1%	22.2%	24.5%	29.3%	19.9%	-	8.9%	14.8%	25.1%	14.1%	28.0%	24.0%	14.4%	21.9%	22.7%
HEALTHCARE ISSUES	11.4%	6.7%	11.0%	23.2%	25.5%	21.5%	10.2%	5.5%	4.4%	6.5%	9.9%	22.1%	10.9%	5.7%	23.7%	9.6%	5.3%	23.2%	14.9%	6.0%
EDUCATION ISSUES	10.6%	10.2%	11.0%	14.3%	18.9%	10.9%	13.7%	7.7%	6.5%	8.8%	-	14.9%	15.1%	7.4%	14.1%	12.5%	8.0%	15.5%	12.9%	7.6%
CULTURAL/SOCIAL ISSUES	6.6%	1.8%	2.5%	13.1%	16.7%	10.5%	8.1%	3.1%	5.0%	1.3%	-	4.1%	13.4%	5.3%	17.7%	4.0%	0.8%	12.7%	4.4%	3.6%
ENVIRONMENTAL ISSUES	5.0%	0.7%	0.8%	14.3%	8.7%	18.5%	5.6%	0.4%	-	0.7%	-	19.6%	8.5%	-	11.6%	3.4%	0.7%	19.0%	7.2%	0.4%
DK/REFUSED	3.1%	2.5%	0.9%	0.6%	-	1.1%	3.4%	2.5%	0.8%	4.2%	-	1.9%	1.3%	0.8%	-	5.0%	4.3%	-	1.7%	1.8%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
ECONOMIC ISSUES	42.7%	31.8%	36.6%	48.6%	27.6%	35.9%	30.7%	57.0%	26.0%	37.1%	44.0%	41.7%	49.8%	38.1%	55.3%	36.5%	44.7%	39.4%	54.1%	36.5%
CRIME/PUBLIC SAFETY	20.6%	9.4%	22.9%	36.8%	11.9%	27.0%	64.0%	22.2%	19.2%	11.4%	19.4%	21.4%	22.5%	19.1%	18.8%	19.8%	26.0%	18.5%	20.5%	20.7%
HEALTHCARE ISSUES	11.4%	23.2%	-	2.5%	18.6%	-	4.5%	5.6%	18.3%	2.8%	7.4%	13.2%	7.5%	14.0%	6.5%	14.4%	8.4%	13.7%	6.9%	15.4%
EDUCATION ISSUES	10.6%	12.7%	15.3%	4.9%	16.1%	16.9%	-	8.6%	12.8%	21.1%	16.7%	8.5%	8.8%	12.2%	7.3%	12.3%	10.3%	12.1%	9.6%	11.1%
CULTURAL/SOCIAL ISSUES	6.6%	13.8%	16.0%	-	17.4%	11.8%	-	2.8%	11.0%	17.8%	5.6%	7.2%	4.2%	8.9%	6.4%	7.9%	2.2%	9.7%	3.4%	8.9%
ENVIRONMENTAL ISSUES	5.0%	7.5%	2.2%	0.4%	6.4%	2.6%	0.8%	0.9%	9.8%	2.8%	5.7%	4.9%	3.4%	6.3%	2.1%	8.4%	4.7%	4.8%	3.8%	7.0%
DK/REFUSED	3.1%	1.5%	6.9%	6.8%	1.9%	5.8%	-	2.9%	3.0%	6.9%	1.3%	3.2%	3.7%	1.4%	3.5%	0.8%	3.9%	1.8%	1.7%	0.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
ECONOMIC ISSUES	42.7%	33.4%	41.4%	26.0%	38.7%	47.5%	33.2%	52.4%	28.4%	42.4%	36.0%	50.3%	32.2%	39.2%	34.8%	28.5%	35.3%	44.8%	41.1%	51.3%	40.7%	
CRIME/PUBLIC SAFETY	20.6%	31.3%	15.9%	39.6%	21.1%	21.6%	20.3%	21.8%	14.3%	21.3%	23.7%	20.7%	20.5%	24.9%	20.0%	35.8%	23.5%	21.1%	20.7%	15.8%	22.5%	
HEALTHCARE ISSUES	11.4%	10.1%	11.4%	12.8%	8.4%	10.2%	15.6%	8.5%	16.3%	11.9%	15.2%	12.8%	12.4%	1.5%	20.4%	2.1%	17.9%	12.2%	11.0%	12.6%	8.0%	
EDUCATION ISSUES	10.6%	3.5%	14.3%	4.5%	16.7%	8.9%	14.6%	8.0%	20.4%	9.8%	11.4%	7.9%	16.7%	10.3%	11.6%	9.7%	14.5%	7.8%	13.1%	6.7%	13.6%	
CULTURAL/SOCIAL ISSUES	6.6%	7.6%	8.9%	9.6%	8.7%	6.0%	6.4%	4.5%	5.9%	7.7%	6.6%	3.2%	7.5%	15.6%	4.7%	16.8%	6.0%	5.7%	7.6%	4.6%	8.7%	
ENVIRONMENTAL ISSUES	5.0%	1.9%	5.0%	2.4%	4.9%	4.5%	6.5%	4.2%	8.6%	4.8%	5.4%	4.7%	8.5%	4.0%	3.6%	5.1%	2.8%	5.1%	4.8%	5.4%	5.8%	
DK/REFUSED	3.1%	12.2%	3.2%	5.2%	1.4%	1.3%	3.3%	0.6%	6.1%	2.1%	1.8%	0.4%	2.2%	4.4%	5.0%	2.0%	-	3.4%	1.6%	3.6%	0.8%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

5. Now, thinking about the session of the State Legislature in Raleigh that starts this month, which of the following six issues do you think Legislators should focus the most attention on?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
ECONOMIC ISSUES	42.7%	38.9%	41.5%	47.6%	42.3%	35.3%	38.7%	29.4%	33.5%	54.7%	31.3%	54.8%	33.5%	54.6%	29.7%	58.6%	28.7%	40.0%	36.0%	29.4%	34.2%
CRIME/PUBLIC SAFETY	20.6%	25.8%	19.4%	22.8%	19.1%	15.3%	24.1%	18.6%	32.3%	17.9%	22.9%	17.2%	21.7%	18.6%	23.8%	18.3%	22.3%	16.7%	24.1%	24.5%	29.2%
HEALTHCARE ISSUES	11.4%	11.8%	13.3%	13.6%	9.8%	7.3%	13.6%	6.9%	13.2%	4.8%	16.8%	5.3%	16.3%	4.3%	17.1%	5.5%	17.8%	1.8%	15.0%	2.8%	12.2%
EDUCATION ISSUES	10.6%	8.8%	12.8%	5.5%	15.0%	14.2%	9.3%	18.6%	9.6%	9.6%	11.3%	10.2%	9.0%	9.0%	12.8%	7.9%	12.3%	14.3%	9.4%	16.5%	11.2%
CULTURAL/SOCIAL ISSUES	6.6%	6.6%	6.7%	4.4%	6.8%	10.6%	9.1%	13.8%	9.0%	5.5%	8.4%	6.3%	7.4%	4.6%	9.1%	4.5%	7.4%	9.6%	10.2%	14.8%	9.3%
ENVIRONMENTAL ISSUES	5.0%	4.9%	4.0%	5.4%	5.5%	4.2%	3.2%	5.5%	2.5%	2.0%	8.5%	0.6%	12.0%	3.6%	6.0%	2.0%	10.6%	2.1%	4.6%	3.2%	3.8%
DK/REFUSED	3.1%	3.3%	2.3%	0.8%	1.4%	13.0%	2.0%	7.2%	-	5.5%	0.9%	5.7%	-	5.4%	1.5%	3.1%	0.9%	15.5%	0.9%	8.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35	
ECONOMIC ISSUES	42.7%	54.9%	57.3%	54.5%	54.3%	27.9%	32.7%	39.0%	19.3%	56.5%	28.4%	53.4%	27.5%	58.4%	24.9%	42.6%	33.4%	33.6%	30.1%	
CRIME/PUBLIC SAFETY	20.6%	21.2%	8.7%	22.2%	25.1%	19.8%	27.0%	19.1%	14.8%	19.0%	20.5%	23.5%	19.4%	21.7%	18.7%	19.8%	21.9%	27.6%	25.9%	
HEALTHCARE ISSUES	11.4%	6.1%	9.8%	3.6%	5.8%	17.8%	5.9%	22.8%	24.2%	6.6%	16.4%	5.5%	18.7%	5.6%	19.1%	8.0%	15.2%	7.4%	14.0%	
EDUCATION ISSUES	10.6%	8.9%	13.0%	12.9%	6.0%	12.2%	7.7%	13.5%	14.9%	9.4%	9.7%	8.5%	13.8%	6.9%	14.0%	15.2%	8.8%	17.2%	10.3%	
CULTURAL/SOCIAL ISSUES	6.6%	3.9%	5.9%	1.2%	4.3%	10.9%	10.2%	-	16.3%	5.2%	9.8%	2.7%	11.6%	3.7%	9.0%	4.8%	14.3%	6.8%	14.0%	
ENVIRONMENTAL ISSUES	5.0%	1.4%	3.0%	1.4%	1.0%	10.1%	15.5%	3.8%	9.1%	0.9%	13.4%	2.0%	7.9%	1.4%	12.7%	1.8%	5.3%	2.6%	4.5%	
DK/REFUSED	3.1%	3.5%	2.3%	4.2%	3.6%	1.4%	1.0%	1.8%	1.4%	2.4%	1.7%	4.5%	1.1%	2.3%	1.5%	7.9%	1.1%	4.8%	1.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
ECONOMIC ISSUES	42.7%	44.8%	37.5%	32.0%	47.4%	56.9%	69.5%	46.2%	42.7%	42.2%	15.8%	61.3%	100.0%	43.6%	34.1%	26.3%	65.5%	38.7%	64.6%
CRIME/PUBLIC SAFETY	20.6%	20.5%	20.9%	27.3%	2.1%	4.2%	-	21.7%	10.7%	13.3%	5.7%	5.2%	-	19.5%	27.5%	35.2%	-	-	-
HEALTHCARE ISSUES	11.4%	11.4%	11.3%	11.0%	4.8%	18.4%	30.5%	9.2%	12.6%	14.4%	-	16.2%	-	13.4%	10.5%	9.1%	7.6%	28.0%	35.4%
EDUCATION ISSUES	10.6%	10.2%	11.0%	12.8%	2.0%	14.1%	-	8.8%	14.8%	17.3%	-	17.4%	-	11.4%	8.5%	10.3%	3.2%	-	-
CULTURAL/SOCIAL ISSUES	6.6%	5.5%	9.6%	10.7%	11.7%	-	-	6.7%	6.6%	3.4%	32.2%	-	-	4.5%	11.6%	14.8%	-	-	-
ENVIRONMENTAL ISSUES	5.0%	5.5%	3.6%	3.6%	6.6%	-	-	5.2%	6.8%	7.3%	14.0%	-	-	5.9%	1.5%	1.5%	2.4%	-	-
DK/REFUSED	3.1%	2.0%	6.0%	2.6%	25.3%	6.4%	-	2.3%	5.7%	2.2%	32.3%	-	-	1.8%	6.2%	2.8%	21.3%	33.4%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
ECONOMIC ISSUES	42.7%	39.1%	52.8%	37.0%	35.5%	51.5%	47.1%	40.9%	41.9%	43.9%	40.4%	51.5%	50.7%	42.9%	45.1%	45.8%	44.9%	47.1%
CRIME/PUBLIC SAFETY	20.6%	5.9%	13.8%	23.3%	28.5%	23.9%	10.5%	24.9%	17.0%	26.1%	19.8%	23.9%	11.3%	22.6%	17.4%	21.7%	18.6%	20.7%
HEALTHCARE ISSUES	11.4%	17.5%	8.3%	7.5%	17.2%	10.7%	12.2%	11.1%	9.8%	13.8%	11.6%	10.7%	7.6%	11.1%	7.8%	13.5%	9.3%	12.3%
EDUCATION ISSUES	10.6%	9.4%	13.9%	13.6%	8.2%	5.7%	12.0%	9.8%	12.8%	6.9%	11.7%	5.7%	12.2%	9.3%	10.9%	9.1%	10.6%	8.9%
CULTURAL/SOCIAL ISSUES	6.6%	18.3%	6.9%	6.7%	3.5%	2.4%	11.7%	4.6%	9.2%	2.9%	7.8%	2.4%	12.8%	3.9%	8.6%	3.8%	7.2%	4.8%
ENVIRONMENTAL ISSUES	5.0%	7.0%	4.2%	5.3%	7.0%	2.4%	5.4%	4.9%	5.3%	4.6%	5.7%	2.4%	5.4%	5.6%	6.3%	4.3%	6.3%	3.1%
DK/REFUSED	3.1%	2.8%	0.1%	6.6%	-	3.4%	1.2%	3.9%	4.0%	1.8%	3.0%	3.4%	-	4.5%	3.9%	1.8%	3.0%	3.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
ECONOMIC ISSUES	42.7%	43.7%	39.4%	39.2%	42.4%	36.8%	55.6%	45.4%	40.6%	49.6%	37.2%	41.2%	28.8%	40.7%	49.3%	42.6%	42.0%
CRIME/PUBLIC SAFETY	20.6%	9.7%	26.6%	16.7%	29.5%	20.7%	27.1%	19.1%	21.8%	23.7%	21.4%	16.6%	10.8%	19.9%	24.0%	19.5%	20.7%
HEALTHCARE ISSUES	11.4%	16.5%	11.1%	11.5%	14.0%	13.4%	9.2%	10.0%	12.5%	7.6%	14.7%	11.9%	18.3%	7.8%	12.5%	8.3%	13.7%
EDUCATION ISSUES	10.6%	11.8%	10.2%	14.4%	5.2%	12.6%	2.7%	10.2%	10.9%	8.8%	8.6%	14.5%	42.2%	4.6%	8.1%	11.2%	12.2%
CULTURAL/SOCIAL ISSUES	6.6%	10.6%	5.1%	9.7%	2.3%	8.2%	-	6.7%	6.6%	3.9%	9.8%	6.3%	-	14.8%	0.9%	9.2%	4.2%
ENVIRONMENTAL ISSUES	5.0%	5.4%	4.3%	4.4%	4.8%	5.3%	1.7%	5.5%	4.6%	2.6%	6.3%	6.2%	-	6.7%	3.7%	5.5%	4.7%
DK/REFUSED	3.1%	2.4%	3.4%	4.1%	1.8%	3.0%	3.7%	3.1%	3.1%	3.8%	2.1%	3.3%	-	5.5%	1.5%	3.6%	2.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
ECONOMIC ISSUES	42.7%	44.9%	40.3%	39.8%	43.7%	44.2%	47.0%	53.1%	51.6%	60.7%	21.7%	22.4%	-	24.4%	
CRIME/PUBLIC SAFETY	20.6%	25.4%	18.9%	16.0%	17.6%	19.7%	13.1%	32.9%	33.4%	30.4%	26.1%	18.0%	-	19.6%	
HEALTHCARE ISSUES	11.4%	8.6%	13.4%	12.0%	10.7%	15.6%	11.9%	1.5%	-	8.8%	-	17.4%	-	18.9%	
EDUCATION ISSUES	10.6%	10.4%	6.3%	15.6%	14.4%	8.0%	6.2%	8.1%	9.8%	-	15.5%	15.4%	100.0%	8.0%	
CULTURAL/SOCIAL ISSUES	6.6%	4.8%	11.7%	5.8%	4.5%	5.7%	10.2%	-	-	-	18.7%	11.6%	-	12.6%	
ENVIRONMENTAL ISSUES	5.0%	4.2%	4.3%	7.7%	5.7%	4.2%	7.4%	1.5%	1.8%	-	1.6%	11.4%	-	12.4%	
DK/REFUSED	3.1%	1.7%	5.2%	3.2%	3.4%	2.6%	4.1%	2.9%	3.5%	-	16.4%	3.8%	-	4.1%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
TED BUDD: REPUBLICAN	53.4%	47.5%	51.5%	69.7%	53.4%	53.4%	50.0%	60.0%	97.4%	98.4%	69.1%	1.3%	1.4%	-	28.3%
Vote	51.8%	45.5%	49.7%	69.7%	52.5%	47.3%	48.0%	45.9%	95.6%	96.5%	69.1%	0.8%	0.9%	-	21.1%
Lean	1.6%	2.1%	1.9%	-	1.0%	6.1%	1.9%	14.0%	1.8%	1.9%	-	0.4%	0.5%	-	7.2%
CHERI BEASLEY: DEMOCRAT	43.5%	48.6%	44.8%	30.0%	44.1%	39.2%	41.3%	35.2%	1.6%	1.5%	5.8%	97.1%	98.1%	82.2%	41.5%
Vote	41.9%	46.6%	44.6%	26.2%	42.4%	38.7%	40.6%	35.2%	1.6%	1.5%	5.8%	93.4%	96.0%	51.5%	41.5%
Lean	1.5%	2.0%	0.1%	3.7%	1.7%	0.4%	0.7%	-	-	-	-	3.8%	2.1%	30.7%	-
FIRM UNDECIDED	3.1%	3.8%	3.7%	0.3%	2.5%	7.4%	8.8%	4.8%	1.0%	0.1%	25.1%	1.6%	0.5%	17.8%	30.1%
Net Diff.	10.0%	-1.1%	6.8%	39.7%	9.3%	14.3%	8.7%	24.7%	95.8%	96.9%	63.4%	-95.9%	-96.7%	-82.2%	-13.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
TED BUDD: REPUBLICAN	53.4%	87.2%	9.8%	47.2%	53.9%	22.3%	93.5%	45.9%	59.2%	73.2%	26.2%	51.5%	47.2%
Vote	51.8%	84.1%	9.8%	45.3%	52.7%	22.3%	88.1%	44.3%	57.8%	73.2%	26.2%	48.8%	45.3%
Lean	1.6%	3.1%	-	1.9%	1.1%	-	5.4%	1.6%	1.5%	-	-	2.7%	1.9%
CHERI BEASLEY: DEMOCRAT	43.5%	8.9%	85.8%	50.6%	43.3%	73.0%	6.0%	49.9%	38.1%	26.8%	65.8%	46.0%	48.8%
Vote	41.9%	8.9%	83.3%	47.7%	42.1%	71.0%	6.0%	48.2%	36.5%	26.8%	65.8%	46.0%	47.1%
Lean	1.5%	-	2.5%	2.9%	1.1%	2.0%	-	1.7%	1.6%	-	-	-	1.6%
FIRM UNDECIDED	3.1%	3.9%	4.3%	2.2%	2.9%	4.7%	0.5%	4.2%	2.7%	-	8.0%	2.5%	4.0%
Net Diff.	10.0%	78.3%	-76.0%	-3.4%	10.6%	-50.7%	87.5%	-4.0%	21.1%	46.4%	-39.6%	5.5%	-1.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
TED BUDD: REPUBLICAN	53.4%	72.7%	25.8%	57.2%	39.6%	3.5%	24.5%	53.4%	100.0%	100.0%	100.0%	-	-	-	-
Vote	51.8%	70.4%	25.8%	54.1%	39.6%	3.5%	24.5%	53.4%	97.0%	100.0%	-	-	-	-	-
Lean	1.6%	2.3%	-	3.1%	-	-	-	-	3.0%	-	100.0%	-	-	-	-
CHERI BEASLEY: DEMOCRAT	43.5%	25.3%	67.4%	41.7%	53.5%	90.5%	75.5%	39.1%	-	-	-	100.0%	100.0%	100.0%	-
Vote	41.9%	23.4%	67.4%	41.7%	53.5%	82.0%	70.5%	39.1%	-	-	-	96.5%	100.0%	-	-
Lean	1.5%	1.8%	-	-	-	8.5%	5.0%	-	-	-	-	3.5%	-	100.0%	-
FIRM UNDECIDED	3.1%	2.0%	6.8%	1.1%	6.8%	6.0%	-	7.6%	-	-	-	-	-	-	100.0%
Net Diff.	10.0%	47.4%	-41.6%	15.5%	-13.9%	-87.1%	-51.1%	14.3%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
TED BUDD: REPUBLICAN	53.4%	97.1%	97.0%	100.0%	1.5%	1.2%	7.6%	30.7%	97.2%	-
Vote	51.8%	94.4%	94.8%	84.6%	1.0%	0.7%	7.6%	30.7%	94.7%	-
Lean	1.6%	2.7%	2.2%	15.4%	0.4%	0.5%	-	-	2.5%	-
CHERI BEASLEY: DEMOCRAT	43.5%	2.5%	2.6%	-	97.0%	97.3%	92.4%	31.5%	1.6%	-
Vote	41.9%	2.5%	2.6%	-	93.3%	95.3%	53.0%	31.5%	1.6%	-
Lean	1.5%	-	-	-	3.7%	2.0%	39.3%	-	-	-
FIRM UNDECIDED	3.1%	0.4%	0.4%	-	1.5%	1.5%	-	37.8%	1.1%	100.0%
Net Diff.	10.0%	94.7%	94.5%	100.0%	-95.6%	-96.1%	-84.7%	-0.8%	95.6%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	TOTAL															REGISTERED PARTY					
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
TED BUDD: REPUBLICAN	53.4%	47.2%	74.9%	47.6%	64.3%	63.5%	38.1%	60.9%	18.6%	27.4%	93.4%	92.6%	89.8%	49.7%	89.8%	94.3%	9.3%	48.5%	49.3%	44.9%	-
Vote	51.8%	45.7%	74.1%	47.6%	61.0%	62.2%	35.9%	58.8%	18.6%	25.4%	92.1%	91.1%	89.8%	47.9%	89.8%	92.1%	8.7%	46.5%	48.7%	36.2%	-
Lean	1.6%	1.5%	0.8%	-	3.3%	1.4%	2.2%	2.1%	-	1.9%	1.4%	1.5%	-	1.8%	-	2.1%	0.6%	2.0%	0.6%	8.6%	-
CHERI BEASLEY: DEMOCRAT	43.5%	50.1%	20.9%	48.6%	34.4%	33.5%	60.2%	36.4%	78.5%	68.0%	6.0%	6.6%	10.2%	47.0%	10.2%	4.0%	88.5%	45.9%	46.5%	43.0%	-
Vote	41.9%	48.1%	20.9%	46.1%	33.3%	31.5%	59.0%	34.9%	76.3%	65.5%	5.9%	6.4%	10.2%	45.3%	10.2%	4.0%	85.2%	44.3%	44.6%	43.0%	-
Lean	1.5%	2.0%	-	2.5%	1.1%	2.0%	1.1%	1.5%	2.2%	2.5%	0.2%	0.2%	-	1.7%	-	-	3.3%	1.6%	1.9%	-	-
FIRM UNDECIDED	3.1%	2.7%	4.1%	3.8%	1.3%	2.9%	1.7%	2.7%	2.9%	4.7%	0.5%	0.8%	-	3.3%	-	1.8%	2.2%	5.6%	4.2%	12.1%	-
Net Diff.	10.0%	-2.9%	54.0%	-1.0%	29.9%	30.0%	-22.0%	24.5%	-59.9%	-40.6%	87.4%	86.0%	79.5%	2.7%	79.5%	90.3%	-79.2%	2.6%	2.7%	1.8%	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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		
		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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
TED BUDD: REPUBLICAN	53.4%	94.2%	11.9%	53.8%	94.3%	8.2%	41.8%	94.7%	16.0%	52.5%	90.4%	1.1%	38.6%	84.1%	1.2%	34.6%
Vote	51.8%	94.2%	11.9%	52.9%	90.2%	7.3%	38.5%	92.8%	14.9%	52.5%	86.4%	1.1%	31.7%	75.1%	1.2%	23.8%
Lean	1.6%	-	-	0.9%	4.1%	0.9%	3.3%	1.9%	1.1%	-	4.1%	-	6.8%	9.1%	-	10.8%
CHERI BEASLEY: DEMOCRAT	43.5%	4.3%	84.8%	44.5%	3.6%	90.1%	47.7%	3.8%	84.0%	43.1%	5.4%	94.0%	52.8%	6.6%	93.4%	54.3%
Vote	41.9%	4.3%	84.8%	42.0%	3.6%	85.3%	47.3%	3.8%	80.2%	43.1%	5.4%	91.3%	47.3%	6.6%	90.3%	48.0%
Lean	1.5%	-	-	2.5%	-	4.8%	0.4%	-	3.8%	-	-	2.8%	5.5%	-	3.0%	6.4%
FIRM UNDECIDED	3.1%	1.4%	3.3%	1.7%	2.1%	1.7%	10.5%	1.5%	-	4.3%	4.2%	4.9%	8.6%	9.3%	5.4%	11.0%
Net Diff.	10.0%	89.9%	-72.8%	9.3%	90.7%	-82.0%	-5.9%	90.9%	-68.0%	9.4%	85.0%	-92.9%	-14.3%	77.5%	-92.1%	-19.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
TED BUDD: REPUBLICAN	53.4%	100.0%	90.1%	5.6%	9.3%	2.7%	27.4%	92.6%	85.0%	100.0%	90.1%	11.5%	23.7%	94.3%	2.6%	30.3%	90.8%	3.9%	32.1%	95.1%
Vote	51.8%	96.8%	90.1%	5.6%	9.3%	2.7%	23.3%	91.2%	82.2%	100.0%	90.1%	11.5%	23.7%	93.7%	2.6%	23.0%	88.6%	3.9%	29.1%	94.3%
Lean	1.6%	3.2%	-	-	-	-	4.1%	1.4%	2.8%	-	-	-	-	0.6%	-	7.3%	2.2%	-	3.0%	0.8%
CHERI BEASLEY: DEMOCRAT	43.5%	-	7.9%	92.0%	89.3%	94.1%	67.9%	5.5%	11.1%	-	9.9%	81.2%	76.3%	4.7%	97.4%	61.4%	6.4%	96.1%	64.5%	2.6%
Vote	41.9%	-	7.9%	88.9%	86.1%	91.0%	66.5%	5.5%	11.1%	-	9.9%	76.8%	76.3%	4.7%	95.1%	58.9%	6.4%	93.8%	62.5%	2.6%
Lean	1.5%	-	-	3.1%	3.1%	3.0%	1.4%	-	-	-	-	4.5%	-	-	2.4%	2.5%	-	2.3%	2.0%	-
FIRM UNDECIDED	3.1%	-	1.9%	2.5%	1.4%	3.2%	4.7%	1.9%	3.9%	-	-	7.3%	-	1.0%	-	8.3%	2.9%	-	3.4%	2.2%
Net Diff.	10.0%	100.0%	82.2%	-86.4%	-80.0%	-91.3%	-40.5%	87.1%	73.9%	100.0%	80.2%	-69.8%	-52.5%	89.6%	-94.9%	-31.0%	84.4%	-92.2%	-32.4%	92.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
TED BUDD: REPUBLICAN	53.4%	7.9%	17.4%	76.8%	6.2%	15.4%	60.0%	96.0%	3.2%	54.3%	50.6%	54.0%	74.0%	33.7%	81.2%	38.9%	67.2%	29.7%	83.5%	38.4%
Vote	51.8%	7.9%	11.0%	72.0%	6.2%	7.9%	51.3%	93.3%	2.8%	54.3%	49.0%	52.3%	72.1%	32.1%	80.5%	38.9%	64.2%	26.8%	82.0%	37.4%
Lean	1.6%	-	6.4%	4.8%	-	7.6%	8.7%	2.7%	0.3%	-	1.7%	1.6%	1.9%	1.6%	0.7%	-	2.9%	2.9%	1.4%	0.9%
CHERI BEASLEY: DEMOCRAT	43.5%	86.2%	75.2%	23.2%	86.4%	77.4%	40.0%	2.0%	93.1%	20.8%	45.3%	43.4%	23.8%	63.6%	18.8%	56.8%	28.6%	68.8%	14.2%	60.7%
Vote	41.9%	82.1%	75.2%	23.2%	81.8%	77.4%	40.0%	2.0%	90.0%	12.3%	42.5%	42.4%	23.8%	60.3%	18.8%	54.6%	28.6%	64.7%	14.2%	58.6%
Lean	1.5%	4.2%	-	-	4.6%	-	-	-	3.1%	8.4%	2.7%	1.0%	-	3.3%	-	2.2%	-	4.1%	-	2.1%
FIRM UNDECIDED	3.1%	5.9%	7.4%	-	7.5%	7.1%	-	2.0%	3.7%	24.9%	4.1%	2.6%	2.2%	2.7%	-	4.2%	4.3%	1.5%	2.3%	0.9%
Net Diff.	10.0%	-78.4%	-57.7%	53.6%	-80.2%	-62.0%	20.0%	94.0%	-90.0%	33.5%	5.4%	10.6%	50.1%	-29.9%	62.5%	-17.9%	38.6%	-39.1%	69.2%	-22.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
TED BUDD: REPUBLICAN	53.4%	33.9%	24.6%	23.0%	16.5%	62.5%	28.7%	68.3%	32.3%	56.4%	26.7%	69.2%	37.3%	39.7%	16.0%	27.7%	11.6%	60.6%	47.0%	65.8%	56.0%
Vote	51.8%	30.3%	21.6%	18.4%	12.3%	60.8%	26.5%	67.7%	32.3%	53.5%	23.3%	67.8%	35.9%	36.9%	12.7%	23.7%	7.4%	58.1%	46.1%	65.1%	56.0%
Lean	1.6%	3.6%	3.0%	4.6%	4.2%	1.7%	2.2%	0.6%	-	2.9%	3.4%	1.4%	1.4%	2.8%	3.3%	4.1%	4.2%	2.5%	0.9%	0.8%	-
CHERI BEASLEY: DEMOCRAT	43.5%	64.2%	69.2%	74.7%	75.6%	35.6%	65.2%	30.1%	64.2%	41.5%	65.8%	29.4%	58.2%	56.9%	75.6%	68.7%	77.9%	37.2%	49.2%	31.2%	43.0%
Vote	41.9%	64.2%	63.6%	74.7%	68.9%	34.7%	62.3%	28.6%	64.2%	41.2%	61.2%	29.4%	55.1%	53.1%	72.9%	64.0%	74.5%	36.3%	47.0%	29.5%	42.6%
Lean	1.5%	-	5.6%	-	6.7%	0.9%	2.9%	1.5%	-	0.2%	4.6%	-	3.1%	3.8%	2.7%	4.7%	3.3%	0.8%	2.2%	1.8%	0.4%
FIRM UNDECIDED	3.1%	1.9%	6.2%	2.4%	7.9%	1.8%	6.1%	1.6%	3.5%	2.1%	7.5%	1.4%	4.6%	3.4%	8.4%	3.6%	10.5%	2.2%	3.8%	2.9%	1.1%
Net Diff.	10.0%	-30.2%	-44.6%	-51.7%	-59.1%	26.9%	-36.5%	38.3%	-31.9%	14.9%	-39.1%	39.8%	-20.9%	-17.2%	-59.6%	-41.0%	-66.3%	23.5%	-2.2%	34.6%	13.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
TED BUDD: REPUBLICAN	53.4%	56.0%	40.1%	69.3%	56.6%	27.9%	26.6%	17.9%	18.4%	88.6%	15.8%	91.0%	22.5%	86.1%	11.2%	94.2%	21.7%	65.5%	5.2%	56.6%	1.8%
Vote	51.8%	51.9%	38.5%	67.9%	55.7%	21.2%	25.7%	9.2%	17.2%	85.9%	15.5%	90.4%	22.5%	81.2%	10.7%	92.9%	21.2%	56.9%	5.2%	43.3%	1.8%
Lean	1.6%	4.1%	1.6%	1.4%	0.9%	6.7%	0.9%	8.7%	1.3%	2.7%	0.3%	0.6%	-	4.9%	0.5%	1.3%	0.5%	8.6%	-	13.3%	-
CHERI BEASLEY: DEMOCRAT	43.5%	42.4%	53.9%	29.8%	40.2%	65.0%	68.2%	72.8%	75.3%	9.5%	80.4%	8.3%	74.0%	10.8%	85.0%	5.1%	74.3%	27.9%	91.6%	33.3%	94.9%
Vote	41.9%	42.4%	50.4%	29.8%	38.4%	61.1%	65.2%	67.7%	72.3%	9.5%	77.2%	8.3%	71.7%	10.8%	81.1%	5.1%	72.2%	27.9%	86.3%	33.3%	89.4%
Lean	1.5%	-	3.5%	-	1.8%	3.9%	3.0%	5.1%	3.0%	-	3.2%	-	2.3%	-	3.9%	-	2.1%	-	5.3%	-	5.5%
FIRM UNDECIDED	3.1%	1.5%	6.0%	0.9%	3.2%	7.1%	5.2%	9.3%	6.3%	1.8%	3.7%	0.6%	3.6%	3.0%	3.8%	0.7%	4.0%	6.5%	3.2%	10.1%	3.3%
Net Diff.	10.0%	13.6%	-13.9%	39.5%	16.4%	-37.2%	-41.5%	-54.9%	-56.8%	79.1%	-64.6%	82.7%	-51.5%	75.3%	-73.7%	89.1%	-52.7%	37.6%	-86.4%	23.3%	-93.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
TED BUDD: REPUBLICAN	53.4%	82.9%	92.0%	88.2%	77.6%	15.0%	32.2%	11.5%	4.0%	83.9%	23.8%	81.8%	9.2%	90.2%	18.6%	53.7%	8.2%	41.8%	4.4%
Vote	51.8%	79.8%	92.0%	84.0%	74.0%	15.0%	32.2%	11.5%	4.0%	83.3%	23.8%	76.3%	9.2%	88.3%	18.6%	46.3%	8.2%	31.2%	4.4%
Lean	1.6%	3.1%	-	4.2%	3.7%	-	-	-	-	0.6%	-	5.6%	-	2.0%	-	7.4%	-	10.5%	-
CHERI BEASLEY: DEMOCRAT	43.5%	15.8%	5.8%	10.0%	21.5%	79.6%	62.9%	83.3%	90.1%	16.1%	71.1%	15.4%	85.2%	9.1%	76.9%	41.9%	84.6%	52.3%	87.3%
Vote	41.9%	15.8%	5.8%	10.0%	21.5%	75.9%	55.3%	83.3%	87.6%	16.1%	68.4%	15.4%	80.9%	9.1%	74.5%	41.9%	78.5%	52.3%	80.9%
Lean	1.5%	-	-	-	-	3.7%	7.6%	-	2.5%	-	2.7%	-	4.3%	-	2.4%	-	6.1%	-	6.4%
FIRM UNDECIDED	3.1%	1.4%	2.2%	1.8%	0.9%	5.4%	4.9%	5.2%	5.9%	-	5.1%	2.8%	5.6%	0.6%	4.5%	4.3%	7.2%	5.9%	8.3%
Net Diff.	10.0%	67.1%	86.2%	78.3%	56.1%	-64.6%	-30.8%	-71.9%	-86.1%	67.7%	-47.3%	66.4%	-76.0%	81.1%	-58.3%	11.8%	-76.4%	-10.6%	-82.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African 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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
TED BUDD: REPUBLICAN	53.4%	63.1%	27.0%	18.3%	50.9%	52.8%	56.8%	71.6%	25.7%	20.4%	5.7%	56.1%	100.0%	55.5%	27.9%	17.1%	76.8%	38.7%	49.8%
Vote	51.8%	62.0%	24.1%	14.3%	50.9%	52.8%	56.8%	71.6%	24.2%	18.2%	5.7%	56.1%	100.0%	53.3%	24.0%	12.2%	76.8%	38.7%	49.8%
Lean	1.6%	1.1%	2.9%	4.0%	-	-	-	-	1.5%	2.2%	-	-	-	2.1%	3.9%	4.9%	-	-	-
CHERI BEASLEY: DEMOCRAT	43.5%	34.9%	66.9%	74.4%	45.6%	46.3%	43.2%	27.7%	68.6%	71.2%	94.3%	43.9%	-	41.3%	65.9%	76.1%	17.7%	56.5%	50.2%
Vote	41.9%	34.0%	63.6%	70.6%	41.9%	46.3%	43.2%	27.7%	64.3%	66.0%	88.2%	43.9%	-	39.6%	63.2%	73.2%	15.4%	56.5%	50.2%
Lean	1.5%	0.9%	3.3%	3.7%	3.7%	-	-	-	4.3%	5.2%	6.1%	-	-	1.7%	2.7%	3.0%	2.4%	-	-
FIRM UNDECIDED	3.1%	2.0%	6.0%	7.4%	3.5%	0.9%	-	0.7%	5.7%	8.4%	-	-	-	3.2%	6.2%	6.8%	5.5%	4.9%	-
Net Diff.	10.0%	28.2%	-39.9%	-56.1%	5.2%	6.5%	13.7%	43.9%	-42.9%	-50.8%	-88.5%	12.2%	100.0%	14.1%	-38.0%	-59.1%	59.1%	-17.8%	-0.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
TED BUDD: REPUBLICAN	53.4%	42.4%	58.3%	47.7%	55.2%	63.7%	51.6%	54.5%	49.6%	59.6%	51.0%	63.7%	60.9%	60.8%	57.2%	66.5%	57.6%	71.7%
Vote	51.8%	41.1%	54.6%	46.7%	55.2%	61.2%	48.9%	53.3%	47.8%	58.3%	49.6%	61.2%	59.7%	60.8%	56.6%	66.5%	57.1%	71.7%
Lean	1.6%	1.3%	3.7%	1.0%	-	2.5%	2.7%	1.2%	1.8%	1.3%	1.4%	2.5%	1.1%	-	0.6%	-	0.5%	-
CHERI BEASLEY: DEMOCRAT	43.5%	57.4%	38.4%	47.5%	40.3%	36.3%	46.4%	42.2%	47.0%	38.2%	45.3%	36.3%	38.0%	36.9%	40.6%	32.1%	40.0%	28.3%
Vote	41.9%	57.4%	35.4%	44.1%	40.3%	36.3%	44.6%	40.8%	44.4%	38.2%	43.4%	36.3%	37.4%	35.7%	38.9%	32.1%	38.6%	28.3%
Lean	1.5%	-	3.1%	3.4%	-	-	1.8%	1.4%	2.6%	-	2.0%	-	0.6%	1.2%	1.7%	-	1.3%	-
FIRM UNDECIDED	3.1%	0.2%	3.2%	4.8%	4.5%	-	1.9%	3.3%	3.4%	2.2%	3.7%	-	1.1%	2.3%	2.2%	1.4%	2.5%	-
Net Diff.	10.0%	-15.0%	19.9%	0.2%	14.9%	27.3%	5.2%	12.3%	2.7%	21.4%	5.6%	27.3%	22.8%	23.8%	16.6%	34.4%	17.6%	43.3%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
TED BUDD: REPUBLICAN	53.4%	43.0%	49.6%	43.2%	54.3%	45.7%	56.0%	60.8%	47.4%	62.3%	41.3%	56.4%	14.4%	54.9%	53.1%	52.5%	54.8%	
Vote	51.8%	38.8%	47.5%	40.3%	52.0%	43.6%	51.2%	60.5%	44.8%	60.7%	39.0%	55.4%	14.4%	53.1%	51.9%	50.0%	53.6%	
Lean	1.6%	4.2%	2.1%	2.9%	2.3%	2.1%	4.9%	0.4%	2.6%	1.5%	2.3%	1.0%	-	1.9%	1.2%	2.6%	1.2%	
CHERI BEASLEY: DEMOCRAT	43.5%	54.2%	46.3%	52.4%	43.0%	49.6%	44.0%	37.3%	48.5%	36.3%	54.1%	40.3%	80.9%	42.3%	41.4%	44.0%	43.0%	
Vote	41.9%	51.3%	44.7%	49.0%	43.0%	47.1%	44.0%	36.3%	46.5%	35.3%	50.6%	40.1%	59.7%	41.9%	38.1%	41.0%	43.0%	
Lean	1.5%	2.9%	1.6%	3.4%	-	2.5%	-	1.0%	2.0%	1.0%	3.5%	0.2%	21.2%	0.4%	3.3%	2.9%	-	
FIRM UNDECIDED	3.1%	2.7%	4.1%	4.5%	2.7%	4.7%	-	1.9%	4.1%	1.5%	4.6%	3.4%	4.7%	2.8%	5.5%	3.5%	2.2%	
Net Diff.	10.0%	-11.2%	3.2%	-9.2%	11.3%	-3.9%	12.0%	23.5%	-1.1%	26.0%	-12.7%	16.1%	-66.5%	12.7%	11.7%	8.6%	11.8%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
TED BUDD: REPUBLICAN	53.4%	63.7%	43.1%	42.5%	49.9%	64.0%	52.8%	83.9%	82.5%	91.2%	29.1%	11.0%	-	12.0%
Vote	51.8%	59.6%	43.1%	42.5%	48.5%	64.0%	47.7%	83.9%	82.5%	91.2%	29.1%	11.0%	-	12.0%
Lean	1.6%	4.1%	-	-	1.3%	-	5.1%	-	-	-	-	-	-	-
CHERI BEASLEY: DEMOCRAT	43.5%	32.7%	55.1%	54.4%	43.5%	36.0%	40.2%	15.8%	17.2%	8.8%	62.2%	80.8%	59.0%	82.7%
Vote	41.9%	31.7%	51.9%	53.9%	41.1%	36.0%	39.7%	15.8%	17.2%	8.8%	62.2%	75.7%	59.0%	77.2%
Lean	1.5%	1.1%	3.2%	0.5%	2.4%	-	0.5%	-	-	-	-	5.1%	-	5.5%
FIRM UNDECIDED	3.1%	3.6%	1.8%	3.0%	6.6%	-	7.0%	0.3%	0.3%	-	8.7%	8.2%	41.0%	5.3%
Net Diff.	10.0%	30.9%	-12.0%	-11.9%	6.4%	28.1%	12.6%	68.2%	65.3%	82.3%	-33.1%	-69.7%	-59.0%	-70.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
PAUL NEWTON: REPUBLICAN	52.5%	47.2%	49.6%	69.6%	51.9%	56.5%	52.3%	64.4%	94.0%	94.8%	69.1%	2.0%	2.2%	-	36.5%
Vote	50.4%	45.4%	48.0%	65.8%	50.1%	52.6%	46.3%	64.4%	90.0%	91.8%	39.9%	2.0%	2.2%	-	36.5%
Lean	2.1%	1.7%	1.6%	3.7%	1.8%	3.9%	6.0%	-	4.0%	3.1%	29.2%	-	-	-	-
KESHIA SANDIDGE: DEM.	41.5%	47.9%	42.3%	26.6%	43.3%	28.9%	34.3%	18.8%	0.9%	0.9%	-	95.3%	95.4%	94.4%	28.9%
Vote	39.6%	45.2%	40.3%	26.6%	41.4%	27.4%	32.0%	18.8%	0.6%	0.6%	-	91.8%	92.6%	79.2%	24.4%
Lean	1.9%	2.7%	2.0%	-	2.0%	1.5%	2.3%	-	0.3%	0.3%	-	3.6%	2.8%	15.2%	4.4%
FIRM UNDECIDED	6.1%	4.9%	8.1%	3.9%	4.8%	14.6%	13.4%	16.8%	5.2%	4.3%	30.9%	2.6%	2.4%	5.6%	34.6%
Net Diff.	11.0%	-0.7%	7.3%	43.0%	8.6%	27.6%	18.0%	45.6%	93.1%	93.9%	69.1%	-93.3%	-93.2%	-94.4%	7.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
PAUL NEWTON: REPUBLICAN	52.5%	88.1%	5.6%	46.7%	52.6%	20.5%	94.1%	40.3%	60.1%	69.0%	-	49.8%	44.5%
Vote	50.4%	88.1%	5.6%	43.3%	49.7%	20.5%	94.1%	36.1%	57.9%	69.0%	-	49.8%	42.4%
Lean	2.1%	-	-	3.5%	3.0%	-	-	4.1%	2.2%	-	-	-	2.1%
KESHIA SANDIDGE: DEM.	41.5%	8.8%	88.1%	47.6%	39.6%	78.5%	3.9%	47.7%	34.0%	29.9%	65.8%	48.2%	49.0%
Vote	39.6%	8.8%	88.1%	41.5%	38.7%	75.6%	3.9%	43.7%	33.0%	29.9%	65.8%	48.2%	45.8%
Lean	1.9%	-	-	6.1%	0.9%	2.9%	-	4.1%	1.1%	-	-	-	3.2%
FIRM UNDECIDED	6.1%	3.0%	6.3%	5.7%	7.8%	1.1%	2.0%	12.0%	5.9%	1.1%	34.2%	2.0%	6.5%
Net Diff.	11.0%	79.3%	-82.5%	-0.8%	13.1%	-58.0%	90.3%	-7.5%	26.1%	39.1%	-65.8%	1.7%	-4.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

7. If the general election for State 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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
PAUL NEWTON: REPUBLICAN	52.5%	70.1%	27.0%	55.3%	41.7%	2.9%	29.9%	48.7%	95.4%	95.6%	88.6%	3.0%	3.1%	-	6.8%
Vote	50.4%	66.1%	27.0%	53.6%	41.7%	2.9%	29.9%	48.7%	91.5%	92.2%	68.8%	3.0%	3.1%	-	6.8%
Lean	2.1%	4.0%	-	1.7%	-	-	-	-	3.9%	3.4%	19.9%	-	-	-	-
KESHIA SANDIDGE: DEM.	41.5%	24.6%	68.4%	36.7%	50.7%	87.8%	70.1%	39.1%	1.2%	0.8%	11.4%	92.6%	92.4%	100.0%	19.7%
Vote	39.6%	23.9%	65.8%	35.5%	49.4%	77.2%	70.1%	27.3%	0.9%	0.6%	11.4%	88.6%	90.0%	51.6%	19.7%
Lean	1.9%	0.7%	2.6%	1.2%	1.4%	10.7%	-	11.7%	0.3%	0.3%	-	4.0%	2.4%	48.4%	-
FIRM UNDECIDED	6.1%	5.3%	4.6%	8.0%	7.6%	9.3%	-	12.2%	3.5%	3.6%	-	4.4%	4.6%	-	73.5%
Net Diff.	11.0%	45.4%	-41.4%	18.6%	-9.0%	-84.9%	-40.2%	9.6%	94.2%	94.7%	77.2%	-89.7%	-89.3%	-100%	-12.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
PAUL NEWTON: REPUBLICAN	52.5%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	-
Vote	50.4%	96.1%	100.0%	-	-	-	-	-	100.0%	-
Lean	2.1%	3.9%	-	100.0%	-	-	-	-	-	-
KESHIA SANDIDGE: DEM.	41.5%	-	-	-	100.0%	100.0%	100.0%	-	-	-
Vote	39.6%	-	-	-	95.4%	100.0%	-	-	-	-
Lean	1.9%	-	-	-	4.6%	-	100.0%	-	-	-
FIRM UNDECIDED	6.1%	-	-	-	-	-	-	100.0%	-	100.0%
Net Diff.	11.0%	100.0%	100.0%	100.0%	-100%	-100%	-100%	-	100.0%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	TOTAL	POLICY ISSUES														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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
PAUL NEWTON: REPUBLICAN	52.5%	46.9%	73.0%	48.2%	60.7%	61.9%	37.1%	60.0%	16.7%	27.1%	92.7%	91.1%	86.5%	49.0%	86.5%	91.4%	8.9%	49.2%	49.5%	47.9%	-
Vote	50.4%	45.8%	69.3%	47.4%	56.7%	59.8%	34.8%	57.3%	16.7%	26.5%	89.7%	86.2%	86.5%	46.9%	86.5%	86.8%	8.9%	48.1%	48.9%	44.3%	-
Lean	2.1%	1.1%	3.7%	0.8%	4.0%	2.1%	2.3%	2.7%	-	0.6%	2.9%	4.9%	-	2.1%	-	4.6%	-	1.1%	0.6%	3.6%	-
KESHIA SANDIDGE: DEM.	41.5%	48.0%	19.3%	44.6%	33.6%	31.4%	58.4%	34.0%	77.6%	66.4%	2.8%	4.6%	2.6%	45.3%	2.6%	4.4%	85.3%	42.4%	41.5%	46.6%	-
Vote	39.6%	46.0%	17.4%	41.0%	32.9%	29.9%	56.6%	31.7%	76.6%	63.5%	2.3%	4.1%	2.6%	43.2%	2.6%	3.4%	82.6%	40.1%	38.8%	46.6%	-
Lean	1.9%	2.0%	1.9%	3.7%	0.8%	1.5%	1.8%	2.3%	1.0%	2.9%	0.5%	0.5%	-	2.1%	-	0.9%	2.7%	2.2%	2.7%	-	-
FIRM UNDECIDED	6.1%	5.1%	7.7%	7.2%	5.6%	6.7%	4.5%	6.1%	5.7%	6.5%	4.5%	4.3%	10.9%	5.7%	10.9%	4.2%	5.8%	8.4%	9.0%	5.5%	-
Net Diff.	11.0%	-1.1%	53.7%	3.5%	27.1%	30.5%	-21.4%	26.0%	-60.9%	-39.4%	89.9%	86.5%	83.9%	3.7%	83.9%	87.1%	-76.4%	6.8%	8.0%	1.2%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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		
		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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
PAUL NEWTON: REPUBLICAN	52.5%	92.6%	12.7%	53.7%	90.3%	7.2%	43.6%	91.5%	15.2%	52.9%	90.4%	1.1%	40.0%	84.1%	1.2%	37.0%
Vote	50.4%	92.6%	12.7%	51.7%	81.6%	7.2%	43.6%	87.3%	15.2%	52.9%	82.2%	1.1%	36.2%	65.8%	1.2%	30.9%
Lean	2.1%	-	-	2.0%	8.8%	-	-	4.2%	-	-	8.3%	-	3.8%	18.4%	-	6.1%
KESHIA SANDIDGE: DEM.	41.5%	4.9%	80.4%	38.7%	3.8%	87.5%	47.0%	4.3%	79.5%	40.3%	5.4%	92.5%	47.6%	6.6%	91.7%	46.0%
Vote	39.6%	3.8%	80.4%	35.0%	3.1%	83.6%	46.6%	3.5%	77.6%	39.7%	3.0%	88.8%	41.3%	6.6%	87.6%	37.0%
Lean	1.9%	1.1%	-	3.7%	0.7%	3.9%	0.4%	0.8%	1.9%	0.6%	2.4%	3.7%	6.3%	-	4.1%	9.1%
FIRM UNDECIDED	6.1%	2.5%	6.9%	7.6%	5.8%	5.3%	9.5%	4.3%	5.3%	6.8%	4.2%	6.4%	12.4%	9.3%	7.1%	17.0%
Net Diff.	11.0%	87.7%	-67.7%	14.9%	86.5%	-80.3%	-3.4%	87.2%	-64.3%	12.7%	85.0%	-91.4%	-7.6%	77.5%	-90.5%	-9.1%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
PAUL NEWTON: REPUBLICAN	52.5%	99.3%	82.5%	5.2%	9.3%	2.2%	29.9%	89.5%	82.4%	96.5%	90.1%	10.5%	28.8%	91.6%	2.6%	30.8%	87.3%	3.0%	35.1%	91.6%
Vote	50.4%	95.8%	77.1%	5.2%	9.3%	2.2%	29.1%	85.6%	74.5%	96.5%	90.1%	10.5%	26.8%	90.9%	2.6%	30.8%	79.9%	3.0%	35.1%	88.2%
Lean	2.1%	3.5%	5.4%	-	-	-	0.9%	3.9%	7.9%	-	-	-	1.9%	0.6%	-	-	7.4%	-	-	3.4%
KESHIA SANDIDGE: DEM.	41.5%	-	9.9%	91.0%	89.3%	92.3%	61.5%	5.0%	10.1%	-	9.9%	82.2%	63.2%	4.3%	95.5%	60.2%	5.7%	94.8%	57.8%	2.5%
Vote	39.6%	-	7.9%	89.3%	89.3%	89.3%	56.9%	4.5%	9.1%	-	9.9%	77.8%	60.8%	3.9%	95.1%	53.8%	5.1%	94.8%	54.2%	2.2%
Lean	1.9%	-	1.9%	1.7%	-	3.0%	4.7%	0.5%	1.0%	-	-	4.5%	2.4%	0.4%	0.3%	6.5%	0.6%	-	3.6%	0.4%
FIRM UNDECIDED	6.1%	0.7%	7.6%	3.7%	1.4%	5.5%	8.6%	5.5%	7.5%	3.5%	-	7.3%	8.0%	4.1%	1.9%	9.0%	6.9%	2.2%	7.1%	5.8%
Net Diff.	11.0%	99.3%	72.6%	-85.8%	-80.0%	-90.2%	-31.6%	84.5%	72.3%	96.5%	80.2%	-71.7%	-34.4%	87.3%	-92.9%	-29.4%	81.6%	-91.8%	-22.7%	89.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
PAUL NEWTON: REPUBLICAN	52.5%	8.4%	18.9%	76.4%	6.9%	17.2%	59.2%	92.9%	5.0%	54.0%	48.2%	53.6%	71.5%	33.6%	78.6%	40.6%	64.9%	28.3%	80.4%	37.8%
Vote	50.4%	8.4%	16.2%	69.2%	6.9%	14.0%	46.0%	89.3%	4.6%	54.0%	44.5%	52.1%	68.4%	32.9%	77.0%	40.6%	60.4%	27.0%	78.5%	36.7%
Lean	2.1%	-	2.7%	7.2%	-	3.2%	13.2%	3.6%	0.3%	-	3.7%	1.5%	3.1%	0.7%	1.6%	-	4.4%	1.3%	2.0%	1.1%
KESHIA SANDIDGE: DEM.	41.5%	85.7%	69.4%	20.0%	85.7%	70.6%	34.2%	1.6%	88.9%	22.1%	45.7%	40.4%	21.9%	61.8%	16.4%	54.6%	27.1%	67.3%	11.9%	59.0%
Vote	39.6%	81.5%	62.4%	18.6%	81.1%	62.4%	34.2%	1.4%	85.1%	22.1%	43.8%	38.5%	20.5%	59.2%	16.4%	50.4%	24.3%	65.9%	11.5%	57.2%
Lean	1.9%	4.2%	7.0%	1.4%	4.6%	8.2%	-	0.3%	3.8%	-	1.9%	2.0%	1.5%	2.6%	-	4.2%	2.8%	1.4%	0.4%	1.8%
FIRM UNDECIDED	6.1%	5.9%	11.7%	3.6%	7.5%	12.2%	6.6%	5.4%	6.1%	23.9%	6.1%	6.0%	6.6%	4.6%	5.0%	4.7%	8.0%	4.4%	7.7%	3.2%
Net Diff.	11.0%	-77.3%	-50.5%	56.3%	-78.8%	-53.5%	25.1%	91.3%	-83.9%	31.9%	2.5%	13.1%	49.6%	-28.2%	62.2%	-14.0%	37.7%	-39.1%	68.5%	-21.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
PAUL NEWTON: REPUBLICAN	52.5%	33.9%	25.4%	22.9%	17.7%	60.6%	28.0%	67.6%	30.3%	53.2%	26.8%	66.9%	35.3%	39.3%	17.3%	27.1%	13.2%	61.5%	44.5%	66.5%	54.4%
Vote	50.4%	26.2%	25.4%	13.2%	17.7%	57.4%	28.0%	66.2%	30.3%	48.1%	26.8%	64.1%	35.3%	34.7%	17.3%	20.5%	13.2%	58.0%	43.5%	64.8%	54.4%
Lean	2.1%	7.7%	-	9.8%	-	3.2%	-	1.4%	-	5.1%	-	2.8%	-	4.6%	-	6.6%	-	3.5%	1.0%	1.7%	-
KESHIA SANDIDGE: DEM.	41.5%	64.2%	67.3%	74.7%	72.8%	33.6%	63.7%	27.8%	60.9%	39.9%	65.3%	27.2%	58.4%	55.8%	71.6%	67.1%	72.9%	32.4%	49.4%	25.6%	42.1%
Vote	39.6%	58.4%	63.0%	67.3%	68.1%	32.2%	61.4%	25.7%	58.1%	39.0%	63.2%	26.4%	56.4%	52.0%	68.8%	62.4%	70.2%	30.2%	47.7%	23.4%	40.5%
Lean	1.9%	5.8%	4.3%	7.4%	4.7%	1.4%	2.3%	2.0%	2.8%	0.8%	2.1%	0.7%	2.0%	3.8%	2.8%	4.7%	2.7%	2.2%	1.7%	2.3%	1.7%
FIRM UNDECIDED	6.1%	1.9%	7.3%	2.4%	9.5%	5.7%	8.2%	4.6%	8.8%	6.9%	7.9%	6.0%	6.3%	4.9%	11.1%	5.8%	13.9%	6.1%	6.1%	7.8%	3.5%
Net Diff.	11.0%	-30.3%	-41.8%	-51.7%	-55.1%	27.0%	-35.7%	39.9%	-30.7%	13.4%	-38.5%	39.7%	-23.1%	-16.5%	-54.3%	-40.0%	-59.7%	29.1%	-4.9%	40.9%	12.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
PAUL NEWTON: REPUBLICAN	52.5%	57.0%	36.9%	70.8%	52.3%	26.7%	28.0%	16.4%	20.4%	86.3%	17.6%	87.8%	25.2%	84.8%	12.3%	91.7%	23.4%	64.0%	7.0%	54.3%	4.2%
Vote	50.4%	51.9%	35.3%	67.8%	51.3%	21.2%	27.1%	9.2%	19.1%	83.4%	16.1%	86.4%	25.2%	80.3%	9.8%	89.8%	21.1%	56.6%	7.0%	42.8%	4.2%
Lean	2.1%	5.1%	1.7%	3.0%	1.0%	5.5%	0.9%	7.2%	1.3%	2.9%	1.4%	1.5%	-	4.5%	2.5%	1.8%	2.2%	7.4%	-	11.5%	-
KESHIA SANDIDGE: DEM.	41.5%	38.5%	55.0%	25.2%	41.0%	59.6%	67.1%	65.7%	73.8%	8.3%	77.2%	6.5%	69.3%	10.2%	82.7%	4.3%	71.0%	24.9%	88.5%	28.7%	91.0%
Vote	39.6%	36.3%	53.3%	25.2%	39.1%	49.2%	65.9%	53.5%	72.6%	7.2%	74.3%	6.5%	64.9%	8.0%	80.8%	3.9%	69.2%	21.0%	83.6%	22.6%	86.0%
Lean	1.9%	2.2%	1.7%	-	1.9%	10.4%	1.2%	12.3%	1.2%	1.1%	2.9%	-	4.4%	2.2%	1.9%	0.4%	1.8%	4.0%	4.9%	6.1%	5.0%
FIRM UNDECIDED	6.1%	4.5%	8.1%	4.0%	6.7%	13.7%	4.8%	17.9%	5.8%	5.3%	5.2%	5.6%	5.5%	5.0%	5.0%	4.0%	5.6%	11.0%	4.5%	17.0%	4.9%
Net Diff.	11.0%	18.6%	-18.0%	45.5%	11.3%	-32.9%	-39.1%	-49.3%	-53.5%	78.0%	-59.6%	81.3%	-44.1%	74.6%	-70.4%	87.4%	-47.7%	39.1%	-81.4%	25.6%	-86.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
PAUL NEWTON: REPUBLICAN	52.5%	81.2%	92.0%	87.0%	75.2%	15.1%	28.1%	11.5%	7.2%	82.0%	25.3%	80.4%	8.3%	88.0%	18.6%	54.5%	8.6%	42.8%	4.9%
Vote	50.4%	77.2%	92.0%	79.9%	71.1%	15.1%	28.1%	11.5%	7.2%	80.7%	25.3%	73.8%	8.3%	84.6%	18.6%	48.1%	8.6%	33.7%	4.9%
Lean	2.1%	3.9%	-	7.0%	4.1%	-	-	-	-	1.3%	-	6.6%	-	3.3%	-	6.4%	-	9.1%	-
KESHIA SANDIDGE: DEM.	41.5%	13.4%	4.8%	7.6%	18.7%	78.3%	62.0%	86.8%	86.6%	12.9%	69.0%	13.9%	84.6%	7.3%	76.0%	37.3%	82.8%	45.8%	85.0%
Vote	39.6%	12.2%	4.8%	4.5%	17.8%	75.3%	56.0%	82.3%	86.3%	12.5%	64.5%	12.0%	82.5%	6.7%	74.3%	33.9%	77.1%	41.0%	79.3%
Lean	1.9%	1.2%	-	3.0%	0.8%	3.1%	6.0%	4.5%	0.3%	0.4%	4.5%	1.9%	2.1%	0.6%	1.7%	3.4%	5.7%	4.8%	5.8%
FIRM UNDECIDED	6.1%	5.4%	3.2%	5.5%	6.1%	6.6%	9.9%	1.8%	6.3%	5.1%	5.7%	5.7%	7.1%	4.7%	5.5%	8.2%	8.6%	11.4%	10.1%
Net Diff.	11.0%	67.8%	87.2%	79.4%	56.6%	-63.2%	-33.8%	-75.3%	-79.4%	69.1%	-43.7%	66.4%	-76.2%	80.6%	-57.4%	17.2%	-74.2%	-3.0%	-80.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
PAUL NEWTON: REPUBLICAN	52.5%	61.6%	27.5%	18.9%	50.9%	52.8%	56.8%	71.2%	24.9%	19.2%	5.7%	56.1%	100.0%	53.0%	29.2%	18.8%	76.8%	38.7%	49.8%
Vote	50.4%	59.7%	25.0%	15.5%	50.9%	52.8%	56.8%	71.2%	21.5%	14.3%	5.7%	56.1%	100.0%	49.4%	27.2%	16.2%	76.8%	38.7%	49.8%
Lean	2.1%	1.9%	2.5%	3.4%	-	-	-	-	3.4%	4.9%	-	-	-	3.6%	2.0%	2.5%	-	-	-
KESHIA SANDIDGE: DEM.	41.5%	33.1%	64.4%	70.9%	45.6%	46.3%	43.2%	25.2%	63.7%	64.1%	94.3%	43.9%	-	40.2%	64.8%	74.7%	17.7%	56.5%	50.2%
Vote	39.6%	32.2%	60.0%	65.7%	44.1%	42.1%	43.2%	24.5%	57.8%	56.7%	94.3%	38.7%	-	39.0%	61.3%	70.7%	15.4%	56.5%	50.2%
Lean	1.9%	1.0%	4.4%	5.2%	1.5%	4.2%	-	0.7%	5.9%	7.3%	-	5.2%	-	1.2%	3.5%	4.0%	2.4%	-	-
FIRM UNDECIDED	6.1%	5.3%	8.1%	10.2%	3.5%	0.9%	-	3.6%	11.4%	16.7%	-	-	-	6.8%	6.0%	6.5%	5.5%	4.9%	-
Net Diff.	11.0%	28.4%	-36.9%	-52.0%	5.2%	6.5%	13.7%	45.9%	-38.9%	-44.9%	-88.5%	12.2%	100.0%	12.8%	-35.6%	-56.0%	59.1%	-17.8%	-0.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
PAUL NEWTON: REPUBLICAN	52.5%	46.3%	58.2%	46.4%	51.6%	60.9%	53.2%	52.1%	49.7%	56.5%	50.2%	60.9%	62.5%	59.3%	56.6%	66.0%	56.8%	72.1%
Vote	50.4%	42.2%	57.3%	44.0%	51.6%	57.6%	51.0%	50.1%	47.4%	54.8%	48.4%	57.6%	61.4%	58.6%	55.3%	66.0%	55.7%	72.1%
Lean	2.1%	4.1%	0.9%	2.4%	-	3.3%	2.3%	2.0%	2.3%	1.7%	1.8%	3.3%	1.1%	0.6%	1.3%	-	1.0%	-
KESHIA SANDIDGE: DEM.	41.5%	52.4%	38.5%	45.1%	40.9%	32.7%	44.4%	40.3%	44.7%	36.6%	43.8%	32.7%	35.4%	33.8%	36.5%	30.8%	37.4%	23.7%
Vote	39.6%	52.4%	38.2%	40.6%	39.6%	31.6%	44.2%	37.6%	42.4%	35.4%	41.7%	31.6%	35.4%	31.0%	34.6%	28.9%	35.6%	21.4%
Lean	1.9%	-	0.3%	4.5%	1.4%	1.1%	0.2%	2.6%	2.4%	1.2%	2.1%	1.1%	-	2.8%	1.9%	1.9%	1.8%	2.3%
FIRM UNDECIDED	6.1%	1.3%	3.2%	8.5%	7.4%	6.4%	2.4%	7.6%	5.5%	6.9%	6.0%	6.4%	2.1%	7.0%	6.9%	3.2%	5.8%	4.2%
Net Diff.	11.0%	-6.1%	19.7%	1.3%	10.7%	28.2%	8.9%	11.9%	5.0%	19.9%	6.4%	28.2%	27.1%	25.5%	20.1%	35.2%	19.3%	48.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
PAUL NEWTON: REPUBLICAN	52.5%	44.6%	46.6%	43.8%	49.2%	45.0%	50.2%	60.3%	46.1%	60.0%	40.3%	56.8%	23.6%	57.0%	50.6%	50.1%	53.7%
Vote	50.4%	41.3%	43.5%	40.6%	46.1%	42.7%	43.8%	59.5%	43.0%	56.4%	38.7%	55.9%	23.6%	52.6%	45.7%	50.1%	52.1%
Lean	2.1%	3.3%	3.1%	3.2%	3.1%	2.3%	6.4%	0.8%	3.1%	3.6%	1.6%	1.0%	-	4.3%	5.0%	-	1.6%
KESHIA SANDIDGE: DEM.	41.5%	52.7%	45.3%	51.8%	41.1%	48.9%	41.3%	34.3%	47.4%	31.4%	55.2%	38.2%	71.6%	40.3%	38.1%	43.4%	40.9%
Vote	39.6%	52.3%	42.9%	49.0%	40.4%	46.5%	41.3%	32.4%	45.5%	30.7%	52.2%	36.2%	50.4%	37.0%	35.4%	43.0%	39.6%
Lean	1.9%	0.4%	2.5%	2.8%	0.7%	2.4%	-	1.9%	1.9%	0.7%	3.0%	2.0%	21.2%	3.2%	2.7%	0.4%	1.3%
FIRM UNDECIDED	6.1%	2.7%	8.1%	4.4%	9.7%	6.1%	8.5%	5.4%	6.6%	8.6%	4.5%	5.0%	4.7%	2.8%	11.3%	6.5%	5.4%
Net Diff.	11.0%	-8.1%	1.2%	-7.9%	8.1%	-3.9%	8.9%	26.0%	-1.3%	28.6%	-15.0%	18.6%	-48.0%	16.7%	12.5%	6.7%	12.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
PAUL NEWTON: REPUBLICAN	52.5%	65.0%	39.8%	42.4%	43.7%	65.9%	55.2%	79.7%	77.4%	91.2%	46.2%	11.0%	-	12.0%
Vote	50.4%	61.1%	39.8%	40.4%	43.7%	62.6%	52.4%	79.7%	77.4%	91.2%	46.2%	11.0%	-	12.0%
Lean	2.1%	3.9%	-	2.0%	-	3.3%	2.9%	-	-	-	-	-	-	-
KESHIA SANDIDGE: DEM.	41.5%	29.5%	54.2%	53.1%	47.8%	26.8%	36.6%	9.2%	9.2%	8.8%	35.7%	84.8%	100.0%	83.5%
Vote	39.6%	27.9%	49.8%	51.3%	47.8%	26.8%	36.2%	9.2%	9.2%	8.8%	35.7%	77.4%	100.0%	75.4%
Lean	1.9%	1.7%	4.4%	1.8%	-	-	0.5%	-	-	-	-	7.4%	-	8.0%
FIRM UNDECIDED	6.1%	5.5%	6.0%	4.5%	8.4%	7.3%	8.1%	11.1%	13.4%	-	18.1%	4.2%	-	4.5%
Net Diff.	11.0%	35.5%	-14.4%	-10.7%	-4.1%	39.1%	18.6%	70.5%	68.1%	82.3%	10.5%	-73.7%	-100%	-71.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	78.3%	88.2%	72.1%	71.6%	79.2%	72.1%	68.1%	79.5%	69.1%	69.3%	63.4%	89.2%	89.7%	82.2%	83.7%
Strongly	44.0%	48.7%	41.4%	40.0%	45.7%	32.5%	42.6%	13.5%	31.1%	31.0%	34.3%	60.7%	61.7%	45.2%	42.2%
Somewhat	34.3%	39.5%	30.7%	31.6%	33.5%	39.6%	25.5%	65.9%	38.0%	38.3%	29.1%	28.5%	27.9%	37.0%	41.5%
OPPOSE	18.8%	11.8%	21.9%	26.5%	17.5%	27.9%	31.9%	20.5%	26.3%	26.9%	8.6%	10.1%	9.6%	17.8%	13.9%
Somewhat	9.3%	8.1%	10.0%	10.4%	9.2%	10.4%	15.9%	-	13.8%	13.9%	8.6%	3.6%	3.5%	5.6%	9.2%
Strongly	9.5%	3.7%	12.0%	16.0%	8.4%	17.6%	16.0%	20.5%	12.5%	13.0%	-	6.4%	6.1%	12.2%	4.7%
DK/REFUSED	2.9%	-	6.0%	1.9%	3.3%	-	-	-	4.6%	3.8%	28.0%	0.7%	0.7%	-	2.4%
Net Diff.	59.5%	76.4%	50.1%	45.2%	61.7%	44.1%	36.2%	58.9%	42.7%	42.3%	54.7%	79.2%	80.1%	64.4%	69.8%
Mean	3.16	3.33	3.08	2.97	3.20	2.87	2.95	2.72	2.92	2.91	3.36	3.45	3.46	3.15	3.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	78.3%	69.7%	89.0%	78.6%	79.1%	89.2%	73.7%	79.4%	75.4%	91.2%	100.0%	84.9%	80.6%
Strongly	44.0%	29.6%	60.8%	42.7%	46.9%	49.6%	29.1%	51.7%	41.7%	29.3%	92.0%	41.9%	45.6%
Somewhat	34.3%	40.0%	28.2%	35.9%	32.2%	39.5%	44.6%	27.7%	33.7%	61.9%	8.0%	43.0%	34.9%
OPPOSE	18.8%	28.3%	7.0%	17.2%	18.8%	10.0%	24.3%	16.2%	21.6%	8.8%	-	13.5%	16.5%
Somewhat	9.3%	15.4%	5.9%	8.1%	8.0%	3.7%	14.3%	8.6%	10.5%	1.1%	-	7.5%	8.8%
Strongly	9.5%	12.9%	1.1%	9.1%	10.8%	6.3%	10.1%	7.6%	11.2%	7.8%	-	6.0%	7.7%
DK/REFUSED	2.9%	2.1%	3.9%	4.2%	2.1%	0.9%	2.0%	4.4%	3.0%	-	-	1.6%	3.0%
Net Diff.	59.5%	41.4%	82.0%	61.4%	60.3%	79.2%	49.4%	63.1%	53.7%	82.3%	100.0%	71.5%	64.1%
Mean	3.16	2.88	3.55	3.17	3.18	3.34	2.95	3.29	3.09	3.13	3.92	3.23	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
SUPPORT	78.3%	77.1%	92.0%	74.2%	80.6%	90.4%	79.0%	43.2%	69.1%	69.1%	71.1%	90.3%	89.9%	100.0%	68.4%
Strongly	44.0%	42.5%	61.2%	31.4%	41.9%	53.6%	62.5%	37.2%	30.4%	30.0%	41.7%	60.4%	61.7%	26.9%	48.3%
Somewhat	34.3%	34.5%	30.8%	42.8%	38.7%	36.7%	16.5%	5.9%	38.8%	39.1%	29.4%	29.8%	28.2%	73.1%	20.1%
OPPOSE	18.8%	19.0%	6.6%	23.2%	18.1%	9.6%	21.0%	44.3%	26.4%	26.9%	9.8%	9.1%	9.4%	-	24.9%
Somewhat	9.3%	10.1%	4.2%	10.4%	8.9%	9.1%	13.0%	4.3%	13.9%	14.0%	9.8%	3.8%	3.9%	-	8.4%
Strongly	9.5%	9.0%	2.4%	12.8%	9.2%	0.6%	8.1%	40.0%	12.5%	12.9%	-	5.3%	5.5%	-	16.4%
DK/REFUSED	2.9%	3.9%	1.4%	2.5%	1.3%	-	-	12.5%	4.4%	4.0%	19.1%	0.7%	0.7%	-	6.8%
Net Diff.	59.5%	58.0%	85.4%	51.0%	62.5%	80.7%	57.9%	-1.1%	42.7%	42.1%	61.3%	81.2%	80.5%	100.0%	43.5%
Mean	3.16	3.15	3.53	2.95	3.15	3.43	3.33	2.46	2.91	2.90	3.39	3.46	3.47	3.27	3.08

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	78.3%	70.0%	71.2%	41.4%	90.5%	91.0%	80.9%	66.2%	67.6%	82.1%
Strongly	44.0%	30.8%	31.1%	24.4%	61.9%	64.3%	13.3%	35.0%	24.5%	54.8%
Somewhat	34.3%	39.2%	40.1%	17.0%	28.6%	26.7%	67.6%	31.2%	43.1%	27.3%
OPPOSE	18.8%	26.2%	25.9%	33.5%	8.8%	8.3%	19.1%	24.1%	30.0%	8.7%
Somewhat	9.3%	13.7%	12.9%	33.5%	3.4%	3.6%	-	11.2%	16.4%	8.7%
Strongly	9.5%	12.5%	13.0%	-	5.3%	4.7%	19.1%	12.9%	13.6%	-
DK/REFUSED	2.9%	3.8%	2.9%	25.1%	0.7%	0.7%	-	9.8%	2.3%	9.2%
Net Diff.	59.5%	43.8%	45.3%	8.0%	81.8%	82.7%	61.8%	42.1%	37.6%	73.4%
Mean	3.16	2.92	2.92	2.88	3.48	3.52	2.75	2.98	2.80	3.51

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
SUPPORT	78.3%	100.0%	-	87.9%	65.9%	76.5%	84.6%	78.2%	88.1%	87.6%	64.4%	68.4%	50.0%	81.0%	50.0%	72.1%	84.9%	79.1%	78.2%	83.0%	-
Strongly	44.0%	56.2%	-	56.3%	30.1%	36.5%	55.5%	41.5%	62.0%	54.5%	28.7%	31.7%	25.5%	46.7%	25.5%	31.9%	58.6%	44.0%	45.5%	36.8%	-
Somewhat	34.3%	43.8%	-	31.6%	35.8%	40.0%	29.1%	36.7%	26.1%	33.1%	35.8%	36.8%	24.4%	34.3%	24.4%	40.2%	26.4%	35.1%	32.8%	46.2%	-
OPPOSE	18.8%	-	100.0%	10.5%	31.0%	20.8%	12.7%	18.8%	11.0%	10.9%	32.4%	27.2%	43.6%	16.5%	43.6%	23.6%	13.5%	18.5%	18.8%	17.0%	-
Somewhat	9.3%	-	49.4%	6.5%	13.7%	10.5%	5.5%	10.2%	4.4%	4.8%	17.2%	15.7%	19.0%	8.5%	19.0%	8.8%	6.4%	12.7%	12.9%	11.5%	-
Strongly	9.5%	-	50.6%	4.0%	17.2%	10.2%	7.2%	8.7%	6.6%	6.2%	15.3%	11.5%	24.7%	8.0%	24.7%	14.8%	7.1%	5.8%	5.9%	5.4%	-
DK/REFUSED	2.9%	-	-	1.5%	3.1%	2.7%	2.7%	2.9%	0.9%	1.5%	3.1%	4.4%	6.4%	2.5%	6.4%	4.3%	1.6%	2.5%	3.0%	-	-
Net Diff.	59.5%	100.0%	-100%	77.4%	35.0%	55.7%	71.9%	59.4%	77.1%	76.7%	32.0%	41.2%	6.3%	64.5%	6.3%	48.5%	71.5%	60.6%	59.5%	66.0%	-
Mean	3.16	3.56	1.49	3.42	2.81	3.06	3.37	3.14	3.45	3.38	2.80	2.93	2.54	3.23	2.54	2.93	3.39	3.20	3.21	3.14	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	78.3%	79.0%	84.2%	82.1%	65.9%	85.3%	75.2%	72.1%	87.1%	83.1%	70.5%	82.3%	69.0%	59.5%	80.4%	64.2%
Strongly	44.0%	32.2%	64.2%	46.9%	31.7%	56.1%	40.3%	29.7%	63.4%	46.5%	47.0%	52.6%	37.8%	52.9%	49.0%	31.2%
Somewhat	34.3%	46.8%	19.9%	35.2%	34.2%	29.2%	34.9%	42.5%	23.7%	36.6%	23.4%	29.7%	31.3%	6.6%	31.4%	33.0%
OPPOSE	18.8%	18.5%	12.6%	15.6%	28.2%	13.9%	22.1%	24.2%	11.8%	13.7%	20.3%	15.5%	30.4%	31.4%	17.1%	35.8%
Somewhat	9.3%	10.4%	6.5%	12.0%	7.5%	6.3%	13.5%	8.1%	8.4%	8.4%	15.2%	3.9%	23.2%	31.4%	4.3%	31.6%
Strongly	9.5%	8.1%	6.0%	3.6%	20.7%	7.6%	8.6%	16.0%	3.5%	5.2%	5.0%	11.6%	7.2%	-	12.8%	4.2%
DK/REFUSED	2.9%	2.5%	3.2%	2.3%	5.9%	0.9%	2.7%	3.7%	1.1%	3.2%	9.3%	2.2%	0.6%	9.1%	2.5%	-
Net Diff.	59.5%	60.5%	71.6%	66.5%	37.7%	71.4%	53.1%	48.0%	75.3%	69.5%	50.2%	66.8%	38.7%	28.0%	63.2%	28.4%
Mean	3.16	3.06	3.47	3.28	2.82	3.35	3.10	2.89	3.49	3.29	3.24	3.26	3.00	3.24	3.19	2.91

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/			IDEOLOGY							WHITE	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
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
SUPPORT	78.3%	75.8%	70.7%	88.9%	88.3%	89.4%	82.5%	69.6%	77.7%	61.6%	26.1%	84.4%	88.7%	76.9%	91.2%	77.6%	61.8%	95.6%	85.4%	70.4%
Strongly	44.0%	30.4%	35.4%	67.7%	71.6%	64.7%	41.8%	31.3%	39.5%	23.2%	-	60.8%	57.0%	31.8%	71.2%	29.9%	30.6%	76.9%	44.2%	29.5%
Somewhat	34.3%	45.4%	35.3%	21.3%	16.6%	24.7%	40.7%	38.3%	38.2%	38.5%	26.1%	23.7%	31.7%	45.0%	20.0%	47.7%	31.2%	18.7%	41.2%	40.9%
OPPOSE	18.8%	22.0%	25.4%	9.3%	10.3%	8.5%	14.5%	27.0%	18.5%	35.2%	73.9%	11.9%	9.6%	20.4%	7.9%	18.3%	33.9%	3.5%	11.4%	25.9%
Somewhat	9.3%	6.8%	10.2%	3.6%	5.4%	2.2%	8.3%	12.9%	11.8%	14.0%	64.0%	5.1%	5.9%	13.5%	2.9%	10.2%	12.3%	1.3%	6.4%	11.3%
Strongly	9.5%	15.2%	15.2%	5.7%	4.9%	6.3%	6.1%	14.0%	6.7%	21.1%	9.9%	6.9%	3.7%	6.9%	5.1%	8.0%	21.6%	2.2%	4.9%	14.6%
DK/REFUSED	2.9%	2.2%	3.9%	1.8%	1.4%	2.1%	3.1%	3.5%	3.8%	3.2%	-	3.7%	1.7%	2.7%	0.8%	4.1%	4.3%	1.0%	3.2%	3.7%
Net Diff.	59.5%	53.9%	45.3%	79.7%	78.0%	80.9%	68.0%	42.6%	59.2%	26.4%	-47.8%	72.5%	79.1%	56.5%	83.3%	59.3%	27.9%	92.1%	74.1%	44.5%
Mean	3.16	2.93	2.95	3.54	3.57	3.51	3.22	2.90	3.15	2.66	2.16	3.44	3.44	3.05	3.59	3.04	2.74	3.72	3.29	2.89



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	78.3%	79.6%	76.2%	63.4%	74.2%	79.3%	51.0%	69.7%	89.5%	68.7%	83.9%	75.9%	70.2%	87.4%	73.7%	89.2%	66.9%	86.0%	68.9%	92.6%
Strongly	44.0%	54.7%	36.7%	39.7%	51.9%	32.7%	41.0%	30.4%	60.4%	57.0%	48.2%	41.8%	32.1%	55.9%	32.6%	55.9%	31.6%	55.8%	28.2%	60.0%
Somewhat	34.3%	24.8%	39.5%	23.8%	22.3%	46.6%	10.0%	39.3%	29.1%	11.7%	35.6%	34.1%	38.1%	31.5%	41.1%	33.3%	35.2%	30.2%	40.7%	32.6%
OPPOSE	18.8%	17.4%	21.1%	34.2%	22.0%	20.7%	44.6%	25.9%	9.5%	28.8%	13.1%	21.3%	26.3%	10.8%	23.2%	9.2%	29.1%	12.0%	27.1%	6.3%
Somewhat	9.3%	6.9%	12.4%	23.2%	8.7%	12.4%	37.9%	13.4%	4.2%	15.4%	9.2%	9.5%	12.8%	5.6%	14.4%	5.7%	11.3%	5.6%	13.6%	2.0%
Strongly	9.5%	10.5%	8.7%	11.0%	13.3%	8.2%	6.6%	12.5%	5.3%	13.4%	4.0%	11.7%	13.5%	5.1%	8.8%	3.5%	17.8%	6.4%	13.6%	4.3%
DK/REFUSED	2.9%	3.0%	2.8%	2.4%	3.8%	-	4.4%	4.4%	1.0%	2.5%	3.0%	2.8%	3.6%	1.8%	3.0%	1.6%	4.0%	2.0%	4.0%	1.1%
Net Diff.	59.5%	62.2%	55.1%	29.3%	52.2%	58.6%	6.5%	43.7%	80.1%	39.9%	70.8%	54.7%	43.9%	76.6%	50.5%	80.1%	37.8%	74.0%	41.8%	86.3%
Mean	3.16	3.28	3.07	2.94	3.17	3.04	2.89	2.92	3.46	3.15	3.32	3.09	2.92	3.41	3.01	3.44	2.84	3.38	2.87	3.50

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 LESS THAN COLLGE		EDUCATION: MALE LESS THAN COLLGE	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	POST	GRAD./	POST	GRAD./
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
SUPPORT	78.3%	74.8%	77.3%	71.9%	73.1%	77.0%	85.6%	81.7%	83.9%	72.0%	86.5%	80.8%	84.6%	64.0%	87.0%	57.1%	86.8%	79.5%	77.2%	83.0%	79.4%
Strongly	44.0%	46.7%	47.8%	42.4%	44.9%	43.8%	48.0%	48.1%	41.3%	39.3%	51.7%	44.5%	46.6%	40.5%	50.0%	34.4%	50.0%	43.2%	44.5%	44.3%	43.9%
Somewhat	34.3%	28.1%	29.5%	29.4%	28.2%	33.1%	37.6%	33.6%	42.6%	32.7%	34.8%	36.3%	38.0%	23.4%	37.1%	22.7%	36.7%	36.3%	32.8%	38.7%	35.6%
OPPOSE	18.8%	23.4%	19.5%	25.8%	24.1%	19.8%	12.2%	15.5%	13.7%	24.4%	11.4%	16.0%	13.2%	32.8%	10.8%	40.9%	10.6%	19.1%	19.1%	14.7%	17.7%
Somewhat	9.3%	9.9%	12.8%	12.5%	17.9%	9.8%	5.5%	10.6%	7.5%	9.0%	4.3%	6.2%	5.9%	21.9%	4.7%	29.3%	5.5%	5.7%	12.5%	7.9%	12.6%
Strongly	9.5%	13.5%	6.6%	13.3%	6.2%	10.0%	6.8%	4.9%	6.2%	15.4%	7.1%	9.8%	7.3%	10.9%	6.1%	11.6%	5.0%	13.4%	6.6%	6.8%	5.2%
DK/REFUSED	2.9%	1.8%	3.2%	2.3%	2.7%	3.2%	2.2%	2.8%	2.4%	3.7%	2.1%	3.2%	2.2%	3.2%	2.1%	2.1%	2.7%	1.4%	3.7%	2.3%	2.8%
Net Diff.	59.5%	51.4%	57.9%	46.0%	49.0%	57.1%	73.3%	66.2%	70.2%	47.6%	75.1%	64.7%	71.4%	31.1%	76.2%	16.2%	76.2%	60.3%	58.1%	68.3%	61.7%
Mean	3.16	3.10	3.22	3.03	3.15	3.14	3.30	3.29	3.22	2.99	3.34	3.19	3.27	2.97	3.34	2.82	3.35	3.11	3.19	3.23	3.22

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

8. For the next two months the North Carolina General Assembly is meeting in Raleigh, I'd like to know your opinion about a few important issues the legislature could take action on. Would you support or oppose each of the following.....  
 Allowing doctors to prescribe medical marijuana.

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.			
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE		
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	78.3%	76.3%	75.5%	81.5%	76.5%	71.4%	78.8%	68.2%	77.1%	64.3%	91.6%	71.5%	92.5%	56.8%	91.0%	66.9%	93.6%	53.0%	88.0%	45.1%	86.0%
Strongly	44.0%	42.2%	44.9%	43.3%	42.0%	41.4%	49.7%	29.1%	52.7%	29.1%	59.8%	32.7%	61.3%	25.2%	58.7%	28.9%	62.3%	27.9%	55.1%	27.0%	50.5%
Somewhat	34.3%	34.1%	30.6%	38.2%	34.5%	30.0%	29.1%	39.1%	24.4%	35.3%	31.9%	38.8%	31.2%	31.6%	32.3%	38.0%	31.3%	25.1%	32.9%	18.1%	35.5%
OPPOSE	18.8%	23.0%	20.1%	17.5%	19.1%	25.4%	19.1%	27.6%	21.7%	30.9%	7.2%	25.7%	5.2%	36.5%	8.5%	28.2%	5.5%	43.0%	10.2%	52.2%	11.8%
Somewhat	9.3%	3.7%	12.4%	4.0%	12.5%	11.8%	12.4%	13.6%	15.2%	17.3%	2.3%	17.3%	2.0%	17.2%	2.6%	15.2%	0.9%	25.9%	5.0%	34.1%	6.2%
Strongly	9.5%	19.3%	7.7%	13.5%	6.5%	13.5%	6.8%	14.0%	6.5%	13.7%	4.8%	8.3%	3.2%	19.3%	6.0%	12.9%	4.6%	17.1%	5.3%	18.1%	5.6%
DK/REFUSED	2.9%	0.6%	4.3%	0.9%	4.4%	3.2%	2.1%	4.2%	1.3%	4.7%	1.2%	2.9%	2.3%	6.7%	0.5%	4.9%	0.9%	4.0%	1.8%	2.7%	2.2%
Net Diff.	59.5%	53.3%	55.4%	64.0%	57.4%	46.0%	59.6%	40.6%	55.4%	33.4%	84.5%	45.8%	87.3%	20.3%	82.4%	38.7%	88.1%	9.9%	77.7%	-7.2%	74.2%
Mean	3.16	3.00	3.18	3.12	3.17	3.03	3.24	2.87	3.25	2.84	3.48	2.99	3.54	2.67	3.44	2.87	3.53	2.66	3.40	2.55	3.34

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
SUPPORT	78.3%	66.4%	54.9%	63.8%	71.4%	92.4%	91.3%	89.5%	94.6%	72.8%	92.9%	60.0%	92.2%	67.7%	95.8%	60.7%	86.1%	57.5%	83.1%
Strongly	44.0%	26.0%	15.4%	21.5%	31.5%	66.4%	55.9%	70.5%	72.3%	29.5%	71.1%	22.6%	63.3%	26.1%	70.7%	24.3%	58.4%	26.1%	52.6%
Somewhat	34.3%	40.4%	39.5%	42.3%	39.9%	26.0%	35.3%	19.0%	22.3%	43.3%	21.8%	37.4%	28.8%	41.6%	25.1%	36.5%	27.7%	31.5%	30.5%
OPPOSE	18.8%	29.1%	43.3%	28.9%	24.3%	6.5%	6.7%	10.5%	4.6%	24.0%	5.3%	34.1%	7.3%	27.5%	3.7%	35.9%	11.8%	40.3%	14.3%
Somewhat	9.3%	16.2%	19.0%	13.2%	16.4%	1.8%	1.3%	3.5%	1.4%	16.7%	1.1%	15.6%	2.3%	13.8%	1.0%	25.6%	3.3%	32.3%	3.8%
Strongly	9.5%	12.9%	24.4%	15.7%	7.9%	4.7%	5.4%	7.0%	3.1%	7.3%	4.3%	18.5%	5.0%	13.6%	2.7%	10.3%	8.5%	8.1%	10.5%
DK/REFUSED	2.9%	4.5%	1.8%	7.3%	4.3%	1.1%	2.1%	-	0.8%	3.2%	1.8%	5.9%	0.5%	4.8%	0.5%	3.4%	2.1%	2.1%	2.6%
Net Diff.	59.5%	37.4%	11.5%	34.9%	47.1%	85.9%	84.6%	79.0%	90.1%	48.7%	87.5%	25.8%	84.9%	40.3%	92.2%	24.8%	74.2%	17.2%	68.8%
Mean	3.16	2.83	2.47	2.75	2.99	3.56	3.45	3.53	3.65	2.98	3.63	2.68	3.51	2.84	3.65	2.77	3.39	2.77	3.29

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
SUPPORT	78.3%	79.1%	76.0%	73.8%	75.5%	87.1%	100.0%	83.0%	75.8%	67.4%	84.6%	100.0%	100.0%	75.5%	76.2%	77.5%	70.2%	32.8%	100.0%		
Strongly	44.0%	42.8%	46.7%	44.2%	51.2%	41.9%	100.0%	45.2%	43.5%	37.2%	70.6%	44.1%	100.0%	40.7%	48.8%	48.1%	40.1%	32.8%	100.0%		
Somewhat	34.3%	36.2%	29.3%	29.7%	24.2%	45.2%	-	37.8%	32.3%	30.2%	14.0%	55.9%	-	34.8%	27.4%	29.4%	30.1%	-	-		
OPPOSE	18.8%	18.0%	21.3%	23.8%	17.7%	12.9%	-	14.5%	21.3%	28.4%	15.4%	-	-	21.1%	21.2%	21.3%	19.0%	67.2%	-		
Somewhat	9.3%	8.3%	12.2%	14.6%	4.7%	7.4%	-	8.6%	15.6%	20.4%	12.8%	-	-	8.0%	10.0%	11.4%	-	38.7%	-		
Strongly	9.5%	9.7%	9.1%	9.2%	13.0%	5.5%	-	5.9%	5.7%	7.9%	2.6%	-	-	13.1%	11.3%	9.9%	19.0%	28.5%	-		
DK/REFUSED	2.9%	2.9%	2.7%	2.3%	6.9%	-	-	2.4%	2.9%	4.3%	-	-	-	3.4%	2.6%	1.3%	10.8%	-	-		
Net Diff.	59.5%	61.1%	54.8%	50.0%	57.8%	74.3%	100.0%	68.5%	54.5%	39.0%	69.2%	100.0%	100.0%	54.4%	54.9%	56.2%	51.2%	-34.4%	100.0%		
Mean	3.16	3.16	3.17	3.11	3.22	3.24	4.00	3.25	3.17	3.01	3.53	3.44	4.00	3.07	3.17	3.17	3.02	2.37	4.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	78.3%	86.9%	80.1%	78.6%	73.2%	76.5%	83.0%	76.5%	80.7%	75.0%	78.9%	76.5%	85.5%	79.4%	83.9%	77.4%	82.0%	79.3%
Strongly	44.0%	58.3%	50.8%	44.9%	37.1%	35.0%	54.0%	39.8%	49.4%	36.0%	46.4%	35.0%	59.8%	38.0%	50.9%	35.3%	48.5%	32.3%
Somewhat	34.3%	28.5%	29.3%	33.7%	36.1%	41.5%	29.0%	36.7%	31.4%	39.0%	32.5%	41.5%	25.7%	41.5%	33.0%	42.1%	33.4%	47.0%
OPPOSE	18.8%	10.7%	16.9%	15.5%	26.8%	22.1%	14.3%	20.5%	14.9%	24.3%	17.8%	22.1%	13.4%	17.4%	13.0%	20.9%	15.6%	17.9%
Somewhat	9.3%	7.6%	14.1%	4.4%	15.6%	8.1%	11.4%	8.5%	7.8%	11.6%	9.7%	8.1%	9.8%	10.4%	8.2%	13.3%	10.7%	8.7%
Strongly	9.5%	3.0%	2.8%	11.2%	11.2%	14.0%	2.9%	12.0%	7.1%	12.7%	8.1%	14.0%	3.6%	6.9%	4.8%	7.6%	4.9%	9.2%
DK/REFUSED	2.9%	2.5%	2.9%	5.8%	-	1.4%	2.8%	2.9%	4.3%	0.7%	3.3%	1.4%	1.1%	3.2%	3.1%	1.7%	2.5%	2.9%
Net Diff.	59.5%	76.2%	63.2%	63.1%	46.4%	54.5%	68.7%	56.0%	65.8%	50.7%	61.1%	54.5%	72.2%	62.1%	70.8%	56.5%	66.4%	61.4%
Mean	3.16	3.46	3.32	3.19	2.99	2.99	3.38	3.08	3.29	2.99	3.21	2.99	3.43	3.14	3.34	3.07	3.29	3.05

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
SUPPORT	78.3%	80.6%	74.3%	78.1%	73.1%	76.5%	74.0%	81.3%	75.8%	73.2%	89.4%	72.4%	89.5%	85.9%	76.2%	82.3%	73.7%
Strongly	44.0%	48.5%	41.3%	48.0%	36.6%	44.7%	37.7%	44.8%	43.3%	44.8%	51.5%	35.6%	33.6%	53.1%	38.5%	52.2%	38.3%
Somewhat	34.3%	32.0%	33.0%	30.1%	36.5%	31.8%	36.3%	36.5%	32.5%	28.4%	37.9%	36.8%	55.9%	32.8%	37.8%	30.1%	35.3%
OPPOSE	18.8%	15.2%	23.0%	16.5%	26.9%	19.5%	26.0%	16.1%	21.1%	23.2%	9.1%	24.0%	10.5%	13.7%	21.2%	12.7%	23.5%
Somewhat	9.3%	12.9%	7.0%	7.4%	10.3%	8.9%	7.5%	10.2%	8.6%	10.8%	4.6%	12.5%	9.2%	8.3%	12.8%	3.5%	11.7%
Strongly	9.5%	2.3%	16.0%	9.1%	16.6%	10.6%	18.5%	5.9%	12.5%	12.4%	4.5%	11.5%	1.3%	5.4%	8.4%	9.2%	11.8%
DK/REFUSED	2.9%	4.3%	2.7%	5.4%	-	3.9%	-	2.5%	3.1%	3.6%	1.5%	3.5%	-	0.4%	2.6%	5.0%	2.8%
Net Diff.	59.5%	65.4%	51.3%	61.5%	46.1%	57.0%	47.9%	65.2%	54.7%	50.1%	80.2%	48.4%	79.0%	72.2%	55.0%	69.6%	50.1%
Mean	3.16	3.33	3.02	3.24	2.93	3.15	2.93	3.23	3.10	3.10	3.38	3.00	3.22	3.34	3.09	3.32	3.03

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
SUPPORT	78.3%	84.8%	75.7%	77.4%	80.1%	62.0%	84.8%	64.2%	56.9%	100.0%	63.2%	89.2%	59.0%	91.8%	
Strongly	44.0%	46.1%	45.3%	47.6%	45.5%	26.9%	48.2%	36.0%	29.0%	70.2%	47.8%	45.4%	59.0%	44.2%	
Somewhat	34.3%	38.7%	30.3%	29.8%	34.6%	35.1%	36.6%	28.2%	27.9%	29.8%	15.4%	43.8%	-	47.6%	
OPPOSE	18.8%	14.1%	22.0%	17.9%	16.1%	32.0%	14.8%	31.5%	38.0%	-	27.7%	8.7%	41.0%	5.9%	
Somewhat	9.3%	7.3%	8.4%	12.4%	3.7%	20.0%	12.5%	18.9%	22.8%	-	26.1%	4.0%	-	4.3%	
Strongly	9.5%	6.8%	13.6%	5.5%	12.4%	12.0%	2.2%	12.6%	15.2%	-	1.6%	4.7%	41.0%	1.5%	
DK/REFUSED	2.9%	1.0%	2.3%	4.7%	3.8%	6.0%	0.5%	4.2%	5.1%	-	9.2%	2.1%	-	2.3%	
Net Diff.	59.5%	70.7%	53.7%	59.5%	64.0%	30.0%	70.0%	32.7%	18.9%	100.0%	35.5%	80.5%	17.9%	86.0%	
Mean	3.16	3.25	3.10	3.25	3.18	2.82	3.31	2.92	2.75	3.70	3.20	3.33	2.77	3.38	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	43.7%	48.5%	38.9%	44.5%	43.5%	45.2%	47.5%	40.8%	39.8%	39.2%	57.0%	47.6%	47.1%	55.4%	50.2%
Strongly	18.9%	19.0%	17.7%	21.6%	19.2%	17.4%	16.0%	19.9%	15.8%	16.0%	8.6%	24.3%	24.7%	18.9%	10.6%
Somewhat	24.8%	29.5%	21.2%	22.9%	24.3%	27.8%	31.6%	20.9%	24.1%	23.2%	48.4%	23.3%	22.5%	36.5%	39.6%
OPPOSE	39.5%	30.6%	45.6%	44.1%	39.6%	38.9%	39.5%	37.6%	46.3%	46.4%	43.0%	31.2%	31.4%	26.8%	37.1%
Somewhat	16.2%	14.1%	19.8%	12.6%	16.4%	15.2%	21.6%	3.3%	15.1%	15.3%	9.2%	17.6%	17.7%	15.6%	16.5%
Strongly	23.3%	16.5%	25.8%	31.5%	23.2%	23.6%	18.0%	34.3%	31.2%	31.1%	33.8%	13.6%	13.7%	11.3%	20.6%
DK/REFUSED	16.8%	21.0%	15.4%	11.3%	16.9%	15.9%	12.9%	21.6%	13.9%	14.4%	-	21.2%	21.4%	17.8%	12.7%
Net Diff.	4.2%	17.9%	-6.7%	0.4%	3.9%	6.4%	8.0%	3.2%	-6.5%	-7.2%	14.0%	16.4%	15.7%	28.6%	13.2%
Mean	2.47	2.64	2.36	2.39	2.47	2.46	2.52	2.34	2.28	2.28	2.32	2.74	2.74	2.77	2.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	PAUL NEWTON					KESHIA SANDIDGE				NEWTON/SANDIDGE			
	TOTAL	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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	43.7%	40.5%	49.6%	43.8%	43.4%	53.8%	36.7%	43.4%	42.0%	73.8%	65.8%	48.7%	45.2%
Strongly	18.9%	21.3%	23.3%	13.5%	19.7%	24.0%	15.9%	12.7%	20.4%	47.4%	65.8%	23.4%	17.2%
Somewhat	24.8%	19.2%	26.3%	30.3%	23.7%	29.8%	20.8%	30.7%	21.6%	26.4%	-	25.3%	28.0%
OPPOSE	39.5%	48.5%	27.3%	42.3%	36.9%	24.4%	56.0%	40.7%	40.9%	5.2%	34.2%	36.7%	39.5%
Somewhat	16.2%	15.7%	15.1%	18.5%	15.4%	11.5%	18.8%	19.4%	16.0%	-	26.2%	15.6%	17.8%
Strongly	23.3%	32.8%	12.2%	23.8%	21.5%	12.9%	37.2%	21.2%	24.9%	5.2%	8.0%	21.1%	21.7%
DK/REFUSED	16.8%	11.0%	23.0%	13.9%	19.6%	21.8%	7.3%	16.0%	17.2%	20.9%	-	14.6%	15.2%
Net Diff.	4.2%	-8.0%	22.3%	1.5%	6.5%	29.4%	-19.3%	2.7%	1.1%	68.6%	31.6%	12.0%	5.7%
Mean	2.47	2.33	2.79	2.39	2.52	2.83	2.17	2.41	2.45	3.47	3.24	2.60	2.48

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9	
SUPPORT	43.7%	42.6%	52.4%	43.7%	45.7%	46.2%	36.5%	31.4%	38.9%	40.1%	-	48.9%	48.0%	71.7%	53.9%	
Strongly	18.9%	17.3%	18.8%	17.4%	29.3%	14.3%	27.7%	5.0%	15.4%	15.9%	-	23.7%	23.8%	21.5%	13.0%	
Somewhat	24.8%	25.3%	33.5%	26.3%	16.4%	31.8%	8.7%	26.4%	23.5%	24.3%	-	25.2%	24.2%	50.2%	40.8%	
OPPOSE	39.5%	41.5%	28.6%	41.8%	37.7%	32.1%	39.2%	54.9%	47.5%	46.5%	80.9%	31.3%	31.4%	28.3%	15.9%	
Somewhat	16.2%	17.8%	17.9%	13.6%	18.8%	19.3%	6.9%	12.8%	15.1%	15.0%	18.8%	18.4%	18.2%	24.6%	5.0%	
Strongly	23.3%	23.7%	10.7%	28.3%	18.8%	12.8%	32.3%	42.1%	32.5%	31.5%	62.1%	12.8%	13.2%	3.7%	11.0%	
DK/REFUSED	16.8%	15.9%	19.0%	14.5%	16.6%	21.8%	24.3%	13.7%	13.5%	13.4%	19.1%	19.9%	20.6%	-	30.2%	
Net Diff.	4.2%	1.1%	23.8%	1.9%	8.1%	14.1%	-2.7%	-23.5%	-8.6%	-6.4%	-80.9%	17.6%	16.7%	43.4%	37.9%	
Mean	2.47	2.43	2.75	2.38	2.67	2.61	2.42	1.93	2.25	2.28	1.23	2.75	2.74	2.89	2.80	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	43.7%	40.1%	41.1%	16.4%	47.0%	45.2%	84.3%	52.1%	37.4%	62.4%
Strongly	18.9%	16.9%	17.6%	-	23.0%	24.1%	-	8.9%	19.2%	6.8%
Somewhat	24.8%	23.2%	23.5%	16.4%	24.1%	21.2%	84.3%	43.1%	18.2%	55.6%
OPPOSE	39.5%	45.7%	44.5%	75.9%	32.0%	32.8%	15.7%	36.7%	50.3%	21.7%
Somewhat	16.2%	15.1%	14.4%	32.0%	18.0%	18.6%	5.1%	13.5%	16.1%	6.8%
Strongly	23.3%	30.6%	30.1%	43.8%	14.0%	14.1%	10.6%	23.2%	34.2%	14.9%
DK/REFUSED	16.8%	14.2%	14.4%	7.8%	21.0%	22.0%	-	11.2%	12.3%	15.9%
Net Diff.	4.2%	-5.6%	-3.4%	-59.5%	15.0%	12.4%	68.5%	15.3%	-12.9%	40.7%
Mean	2.47	2.31	2.33	1.70	2.71	2.71	2.74	2.43	2.26	2.65

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
SUPPORT	43.7%	49.1%	24.5%	100.0%	-	38.8%	47.2%	43.9%	43.6%	45.2%	44.1%	44.0%	45.0%	44.8%	45.0%	38.7%	45.7%	47.6%	48.2%	44.5%	-
Strongly	18.9%	22.2%	8.3%	43.3%	-	16.3%	22.8%	19.0%	22.9%	21.5%	17.2%	15.1%	20.1%	19.3%	20.1%	16.8%	18.2%	22.2%	22.3%	21.7%	-
Somewhat	24.8%	26.9%	16.1%	56.7%	-	22.5%	24.5%	24.9%	20.7%	23.7%	26.8%	28.9%	24.9%	25.5%	24.9%	21.9%	27.5%	25.4%	26.0%	22.8%	-
OPPOSE	39.5%	33.3%	64.9%	-	100.0%	45.3%	35.2%	40.1%	37.5%	34.3%	46.0%	47.2%	43.3%	38.7%	43.3%	45.4%	35.8%	36.1%	37.2%	30.7%	-
Somewhat	16.2%	15.6%	20.7%	-	41.1%	17.6%	15.8%	16.2%	20.7%	16.3%	16.5%	17.6%	5.8%	16.8%	5.8%	15.3%	20.4%	13.2%	14.9%	5.4%	-
Strongly	23.3%	17.7%	44.3%	-	58.9%	27.7%	19.4%	23.9%	16.9%	17.9%	29.5%	29.6%	37.5%	21.9%	37.5%	30.1%	15.4%	22.9%	22.4%	25.2%	-
DK/REFUSED	16.8%	17.7%	10.6%	-	-	15.8%	17.6%	16.0%	18.9%	20.6%	9.9%	8.9%	11.6%	16.6%	11.6%	15.8%	18.5%	16.3%	14.5%	24.9%	-
Net Diff.	4.2%	15.8%	-40.4%	100.0%	-100%	-6.5%	12.0%	3.8%	6.1%	10.9%	-1.9%	-3.2%	1.7%	6.1%	1.7%	-6.7%	9.9%	11.5%	11.0%	13.8%	-
Mean	2.47	2.65	1.87	3.43	1.41	2.33	2.61	2.46	2.61	2.61	2.35	2.32	2.31	2.51	2.31	2.30	2.59	2.56	2.56	2.54	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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			
	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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	43.7%	55.5%	51.6%	52.7%	23.6%	43.1%	41.2%	38.4%	44.0%	41.2%	43.8%	47.7%	63.3%	31.4%	49.6%	69.0%
Strongly	18.9%	29.3%	26.2%	25.1%	5.5%	14.6%	18.5%	16.3%	11.2%	20.6%	22.1%	26.7%	26.0%	22.1%	29.6%	33.7%
Somewhat	24.8%	26.2%	25.4%	27.6%	18.1%	28.4%	22.7%	22.1%	32.8%	20.6%	21.6%	21.0%	37.3%	9.3%	20.0%	35.3%
OPPOSE	39.5%	34.7%	33.5%	33.1%	55.1%	36.8%	40.0%	44.3%	37.7%	40.5%	52.1%	33.5%	25.3%	59.5%	31.0%	26.0%
Somewhat	16.2%	11.0%	18.5%	14.7%	19.1%	21.3%	11.4%	13.7%	26.1%	13.7%	23.5%	13.5%	12.1%	18.5%	15.0%	11.8%
Strongly	23.3%	23.6%	15.0%	18.4%	36.0%	15.5%	28.5%	30.5%	11.6%	26.8%	28.6%	20.0%	13.2%	41.0%	16.0%	14.2%
DK/REFUSED	16.8%	9.8%	14.9%	14.3%	21.3%	20.1%	18.9%	17.4%	18.3%	18.3%	4.1%	18.8%	11.4%	9.1%	19.4%	5.1%
Net Diff.	4.2%	20.9%	18.1%	19.6%	-31.5%	6.2%	1.2%	-5.9%	6.3%	0.7%	-8.4%	14.2%	38.0%	-28.0%	18.6%	43.0%
Mean	2.47	2.68	2.74	2.69	1.91	2.53	2.38	2.29	2.53	2.43	2.39	2.67	2.86	2.14	2.78	2.93

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
SUPPORT	43.7%	39.1%	37.0%	48.3%	37.9%	56.2%	47.1%	39.4%	42.5%	36.4%	28.8%	59.3%	61.2%	48.2%	42.8%	36.0%	30.1%	37.3%	44.0%	39.3%
Strongly	18.9%	16.9%	18.8%	23.4%	21.2%	25.1%	20.2%	16.7%	14.4%	18.9%	-	33.6%	31.8%	23.4%	18.2%	11.0%	9.5%	18.9%	13.5%	16.7%
Somewhat	24.8%	22.2%	18.3%	24.9%	16.7%	31.1%	26.9%	22.8%	28.1%	17.5%	28.8%	25.7%	29.4%	24.7%	24.5%	24.9%	20.7%	18.4%	30.5%	22.6%
OPPOSE	39.5%	41.4%	52.5%	33.0%	35.7%	30.9%	32.6%	46.5%	41.4%	51.5%	71.2%	26.3%	26.2%	38.8%	36.4%	37.5%	54.7%	37.6%	34.8%	46.7%
Somewhat	16.2%	13.5%	17.2%	20.5%	19.3%	21.4%	12.7%	16.4%	19.5%	13.3%	37.5%	17.6%	11.8%	14.8%	21.9%	13.5%	18.0%	30.8%	14.5%	13.1%
Strongly	23.3%	27.9%	35.3%	12.5%	16.4%	9.5%	19.8%	30.2%	21.9%	38.2%	33.7%	8.7%	14.5%	24.0%	14.4%	24.0%	36.7%	6.8%	20.3%	33.6%
DK/REFUSED	16.8%	19.5%	10.4%	18.7%	26.4%	12.9%	20.4%	14.0%	16.0%	12.1%	-	14.4%	12.6%	13.0%	20.9%	26.5%	15.1%	25.1%	21.2%	14.0%
Net Diff.	4.2%	-2.3%	-15.5%	15.3%	2.2%	25.3%	14.5%	-7.1%	1.1%	-15.1%	-42.5%	33.0%	35.0%	9.4%	6.4%	-1.6%	-24.6%	-0.3%	9.3%	-7.4%
Mean	2.47	2.35	2.23	2.73	2.58	2.82	2.60	2.30	2.42	2.19	1.95	2.98	2.90	2.55	2.59	2.31	2.03	2.66	2.47	2.26

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	43.7%	63.9%	53.5%	41.8%	64.9%	52.9%	39.2%	39.5%	49.0%	52.6%	45.5%	42.3%	33.6%	52.5%	40.5%	65.1%	27.1%	43.0%	32.5%	48.5%
Strongly	18.9%	29.8%	34.4%	17.4%	37.6%	33.5%	18.7%	14.9%	24.2%	19.4%	19.1%	19.4%	14.0%	24.2%	20.3%	33.4%	8.1%	17.2%	13.3%	20.7%
Somewhat	24.8%	34.1%	19.1%	24.4%	27.3%	19.5%	20.4%	24.7%	24.9%	33.2%	26.4%	22.9%	19.6%	28.3%	20.3%	31.7%	19.0%	25.8%	19.2%	27.8%
OPPOSE	39.5%	26.5%	27.9%	43.8%	25.1%	29.7%	45.7%	46.7%	31.1%	23.7%	30.3%	43.5%	50.5%	29.1%	47.8%	21.0%	53.0%	35.3%	53.0%	28.9%
Somewhat	16.2%	5.9%	9.0%	33.6%	7.5%	10.7%	33.5%	15.4%	17.9%	2.5%	16.9%	16.0%	14.8%	19.1%	15.7%	13.0%	14.0%	23.7%	13.2%	22.3%
Strongly	23.3%	20.5%	18.9%	10.1%	17.6%	19.0%	12.2%	31.4%	13.2%	21.2%	13.4%	27.5%	35.7%	10.1%	32.1%	8.0%	39.0%	11.7%	39.8%	6.6%
DK/REFUSED	16.8%	9.7%	18.6%	14.5%	10.0%	17.4%	15.1%	13.8%	19.9%	23.7%	24.2%	14.2%	15.9%	18.3%	11.7%	13.9%	19.9%	21.7%	14.5%	22.6%
Net Diff.	4.2%	37.4%	25.6%	-2.0%	39.8%	23.3%	-6.6%	-7.2%	17.9%	28.8%	15.2%	-1.2%	-16.9%	23.4%	-7.3%	44.1%	-25.9%	7.7%	-20.4%	19.6%
Mean	2.47	2.81	2.85	2.57	2.94	2.82	2.54	2.27	2.75	2.66	2.68	2.40	2.14	2.82	2.32	3.05	1.95	2.62	2.07	2.81



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
SUPPORT	43.7%	38.8%	60.5%	46.1%	57.4%	48.6%	40.3%	62.1%	44.3%	34.4%	38.0%	46.7%	35.4%	55.8%	47.4%	56.6%	49.6%	43.6%	44.1%	51.1%	55.2%	
Strongly	18.9%	17.0%	31.0%	21.4%	35.9%	25.0%	15.7%	34.1%	21.3%	15.5%	12.5%	22.7%	11.8%	33.4%	21.3%	36.3%	26.8%	17.8%	20.3%	27.8%	26.9%	
Somewhat	24.8%	21.8%	29.5%	24.6%	21.6%	23.6%	24.6%	28.0%	23.0%	18.9%	25.5%	24.1%	23.6%	22.3%	26.1%	20.3%	22.8%	25.8%	23.7%	23.3%	28.3%	
OPPOSE	39.5%	38.9%	29.5%	31.7%	31.3%	38.8%	36.0%	29.8%	37.9%	48.3%	34.9%	40.0%	36.3%	33.7%	35.5%	30.2%	34.3%	39.3%	39.0%	30.3%	37.1%	
Somewhat	16.2%	19.4%	12.8%	13.5%	17.4%	17.2%	17.5%	15.2%	17.5%	19.3%	17.6%	16.5%	21.2%	18.0%	12.1%	17.3%	12.0%	16.9%	15.9%	13.0%	14.8%	
Strongly	23.3%	19.5%	16.8%	18.2%	13.9%	21.6%	18.4%	14.6%	20.4%	29.0%	17.3%	23.5%	15.1%	15.8%	23.4%	12.9%	22.3%	22.4%	23.1%	17.3%	22.4%	
DK/REFUSED	16.8%	22.3%	10.0%	22.2%	11.3%	12.6%	23.8%	8.1%	17.8%	17.3%	27.1%	13.3%	28.2%	10.5%	17.1%	13.2%	16.1%	17.1%	16.9%	18.6%	7.7%	
Net Diff.	4.2%	-0.1%	30.9%	14.3%	26.1%	9.8%	4.3%	32.3%	6.4%	-14.0%	3.1%	6.7%	-0.9%	22.0%	12.0%	26.5%	15.3%	4.3%	5.1%	20.8%	18.0%	
Mean	2.47	2.47	2.83	2.63	2.89	2.60	2.49	2.89	2.55	2.25	2.45	2.53	2.45	2.82	2.55	2.92	2.64	2.47	2.50	2.76	2.65	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	43.7%	37.0%	35.6%	44.4%	37.3%	41.6%	58.5%	46.4%	57.7%	37.4%	49.8%	44.5%	63.0%	30.0%	40.5%	37.1%	45.3%	39.6%	57.9%	46.8%	55.8%
Strongly	18.9%	8.9%	15.4%	18.0%	15.6%	17.5%	30.3%	22.9%	34.3%	16.4%	22.6%	21.0%	33.8%	11.5%	14.8%	14.4%	19.9%	25.1%	27.5%	30.7%	31.0%
Somewhat	24.8%	28.1%	20.3%	26.5%	21.7%	24.1%	28.1%	23.6%	23.4%	21.0%	27.2%	23.4%	29.2%	18.4%	25.7%	22.7%	25.4%	14.5%	30.4%	16.1%	24.8%
OPPOSE	39.5%	47.3%	40.4%	36.2%	45.6%	49.2%	25.1%	46.0%	24.2%	48.0%	31.3%	40.7%	26.4%	55.8%	34.7%	47.8%	33.5%	47.7%	27.2%	42.9%	28.1%
Somewhat	16.2%	20.3%	16.7%	14.5%	18.8%	23.6%	9.6%	18.9%	11.9%	15.4%	17.7%	13.6%	14.6%	17.3%	19.8%	14.5%	19.9%	17.2%	13.8%	10.8%	16.4%
Strongly	23.3%	27.0%	23.7%	21.7%	26.8%	25.6%	15.4%	27.1%	12.4%	32.7%	13.6%	27.1%	11.7%	38.6%	14.9%	33.4%	13.7%	30.5%	13.4%	32.1%	11.7%
DK/REFUSED	16.8%	15.7%	24.0%	19.3%	17.1%	9.2%	16.5%	7.6%	18.1%	14.5%	18.9%	14.8%	10.6%	14.2%	24.8%	15.0%	21.2%	12.7%	14.9%	10.3%	16.1%
Net Diff.	4.2%	-10.3%	-4.8%	8.2%	-8.3%	-7.6%	33.4%	0.4%	33.4%	-10.6%	18.5%	3.8%	36.7%	-25.9%	5.8%	-10.7%	11.8%	-8.1%	30.7%	3.9%	27.7%
Mean	2.47	2.22	2.36	2.51	2.32	2.37	2.88	2.46	2.97	2.25	2.73	2.45	2.95	2.03	2.54	2.21	2.65	2.39	2.85	2.51	2.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

9. Support/Oppose: Legalizing sports betting 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 LIVES	CASE OF RAPE/INCEST	PRO-CHOICE	DURING 1ST TRIMESTER	UNTIL 20TH WEEK	LEGAL IN ALL CASES	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE			
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
SUPPORT	43.7%	37.0%	15.1%	33.9%	45.7%	53.6%	60.7%	57.7%	46.4%	45.2%	65.3%	28.7%	45.8%	34.0%	50.8%	49.4%	58.7%	54.0%	56.9%
Strongly	18.9%	16.2%	10.8%	19.3%	16.8%	24.1%	25.8%	22.8%	23.4%	22.5%	34.7%	9.8%	17.0%	13.2%	22.4%	28.4%	27.1%	33.9%	29.7%
Somewhat	24.8%	20.8%	4.3%	14.6%	28.9%	29.5%	35.0%	34.9%	23.0%	22.7%	30.6%	18.8%	28.8%	20.8%	28.4%	21.0%	31.6%	20.1%	27.2%
OPPOSE	39.5%	47.1%	70.3%	52.1%	37.2%	30.1%	29.4%	22.2%	34.1%	39.9%	24.2%	54.4%	34.0%	49.5%	29.0%	36.6%	32.0%	33.8%	33.1%
Somewhat	16.2%	16.6%	21.9%	13.2%	16.1%	16.0%	14.4%	8.0%	20.7%	15.7%	13.0%	17.5%	17.9%	15.2%	18.0%	20.1%	12.1%	16.1%	14.2%
Strongly	23.3%	30.5%	48.4%	39.0%	21.1%	14.1%	15.0%	14.2%	13.4%	24.2%	11.2%	36.9%	16.0%	34.3%	11.0%	16.5%	19.9%	17.6%	18.9%
DK/REFUSED	16.8%	15.9%	14.5%	14.0%	17.1%	16.4%	9.9%	20.1%	19.5%	14.9%	10.5%	16.9%	20.3%	16.5%	20.1%	14.0%	9.3%	12.2%	9.9%
Net Diff.	4.2%	-10.1%	-55.2%	-18.3%	8.5%	23.5%	31.3%	35.5%	12.3%	5.3%	41.0%	-25.8%	11.8%	-15.5%	21.8%	12.7%	26.6%	20.2%	23.8%
Mean	2.47	2.27	1.74	2.16	2.50	2.76	2.79	2.83	2.70	2.51	2.99	2.02	2.59	2.15	2.78	2.71	2.73	2.80	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
SUPPORT	43.7%	40.6%	52.5%	53.6%	40.3%	45.4%	100.0%	52.6%	56.8%	56.5%	55.4%	56.1%	100.0%	29.9%	49.7%	52.0%	31.6%	-	100.0%		
Strongly	18.9%	16.4%	25.8%	30.1%	24.4%	-	-	26.3%	29.2%	36.8%	32.2%	-	-	7.7%	23.6%	26.4%	20.0%	-	-		
Somewhat	24.8%	24.1%	26.7%	23.5%	15.8%	45.4%	100.0%	26.3%	27.5%	19.7%	23.2%	56.1%	100.0%	22.2%	26.1%	25.6%	11.6%	-	100.0%		
OPPOSE	39.5%	41.5%	33.4%	32.1%	49.9%	30.1%	-	33.4%	35.1%	39.3%	34.9%	21.5%	-	48.9%	32.3%	28.1%	58.5%	66.6%	-		
Somewhat	16.2%	16.6%	14.5%	14.4%	20.1%	11.6%	-	12.6%	18.8%	26.2%	-	5.2%	-	20.2%	11.8%	7.8%	31.7%	38.7%	-		
Strongly	23.3%	24.9%	18.9%	17.7%	29.8%	18.6%	-	20.8%	16.4%	13.0%	34.9%	16.4%	-	28.7%	20.6%	20.3%	26.8%	28.0%	-		
DK/REFUSED	16.8%	17.9%	14.1%	14.3%	9.8%	24.5%	-	14.0%	8.1%	4.2%	9.7%	22.4%	-	21.3%	18.0%	19.9%	9.9%	33.4%	-		
Net Diff.	4.2%	-1.0%	19.1%	21.5%	-9.6%	15.2%	100.0%	19.2%	21.7%	17.2%	20.6%	34.6%	100.0%	-19.0%	17.4%	23.9%	-26.9%	-66.6%	100.0%		
Mean	2.47	2.39	2.69	2.77	2.39	2.35	3.00	2.68	2.76	2.84	2.58	2.51	3.00	2.11	2.64	2.73	2.27	1.58	3.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	43.7%	44.5%	53.3%	46.8%	45.0%	30.9%	49.6%	41.5%	48.1%	37.6%	47.4%	30.9%	62.4%	49.5%	60.2%	43.2%	61.1%	28.2%
Strongly	18.9%	28.2%	24.7%	17.4%	22.0%	8.8%	26.2%	16.1%	21.7%	15.0%	21.8%	8.8%	35.8%	22.9%	30.1%	22.1%	31.8%	10.6%
Somewhat	24.8%	16.2%	28.6%	29.3%	23.0%	22.2%	23.4%	25.5%	26.4%	22.5%	25.6%	22.2%	26.6%	26.6%	30.1%	21.1%	29.3%	17.7%
OPPOSE	39.5%	29.2%	33.5%	36.6%	42.1%	51.9%	31.7%	42.6%	34.2%	47.2%	36.1%	51.9%	23.9%	38.3%	27.1%	44.2%	27.2%	56.1%
Somewhat	16.2%	9.4%	17.0%	17.3%	12.6%	20.7%	13.8%	17.0%	15.6%	16.9%	14.8%	20.7%	9.7%	16.1%	11.0%	18.8%	11.0%	24.5%
Strongly	23.3%	19.8%	16.5%	19.3%	29.5%	31.2%	17.9%	25.6%	18.6%	30.4%	21.3%	31.2%	14.2%	22.2%	16.1%	25.3%	16.2%	31.6%
DK/REFUSED	16.8%	26.3%	13.2%	16.7%	12.9%	17.2%	18.7%	15.8%	17.7%	15.2%	16.5%	17.2%	13.6%	12.2%	12.7%	12.6%	11.7%	15.7%
Net Diff.	4.2%	15.3%	19.8%	10.2%	2.8%	-20.9%	17.9%	-1.1%	14.0%	-9.7%	11.3%	-20.9%	38.5%	11.2%	33.0%	-1.0%	33.9%	-27.9%
Mean	2.47	2.72	2.71	2.54	2.43	2.10	2.71	2.38	2.62	2.26	2.57	2.10	2.97	2.57	2.85	2.46	2.87	2.09

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
SUPPORT	43.7%	37.6%	35.3%	37.9%	33.2%	36.5%	33.5%	53.6%	35.7%	41.6%	44.5%	45.2%	56.0%	49.2%	46.8%	46.9%	38.6%	
Strongly	18.9%	17.2%	10.7%	14.6%	9.5%	13.8%	7.0%	27.0%	12.4%	16.0%	23.3%	17.7%	19.6%	21.6%	18.1%	18.7%	18.3%	
Somewhat	24.8%	20.4%	24.6%	23.3%	23.7%	22.7%	26.5%	26.6%	23.3%	25.6%	21.2%	27.5%	36.4%	27.7%	28.6%	28.2%	20.3%	
OPPOSE	39.5%	38.9%	46.1%	40.2%	49.6%	43.2%	47.8%	33.8%	44.1%	43.0%	34.0%	41.3%	30.0%	39.3%	33.8%	35.9%	43.6%	
Somewhat	16.2%	17.6%	17.8%	19.4%	15.3%	17.9%	17.1%	14.1%	18.0%	16.7%	16.1%	15.8%	20.1%	12.2%	11.8%	15.1%	19.5%	
Strongly	23.3%	21.3%	28.3%	20.8%	34.3%	25.3%	30.7%	19.7%	26.1%	26.3%	17.9%	25.5%	9.9%	27.1%	22.0%	20.7%	24.1%	
DK/REFUSED	16.8%	23.5%	18.6%	21.9%	17.2%	20.3%	18.7%	12.6%	20.2%	15.4%	21.5%	13.5%	14.0%	11.5%	19.4%	17.2%	17.8%	
Net Diff.	4.2%	-1.3%	-10.8%	-2.3%	-16.5%	-6.6%	-14.3%	19.8%	-8.5%	-1.5%	10.5%	3.9%	26.1%	10.0%	13.0%	11.1%	-4.9%	
Mean	2.47	2.44	2.22	2.41	2.10	2.31	2.12	2.70	2.27	2.37	2.64	2.43	2.76	2.49	2.53	2.54	2.40	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
SUPPORT	43.7%	46.4%	41.7%	44.0%	36.5%	48.1%	43.0%	54.1%	46.5%	91.2%	47.8%	47.3%	41.5%	47.9%
Strongly	18.9%	18.6%	16.6%	23.9%	15.2%	22.1%	16.4%	28.5%	28.0%	30.9%	47.8%	18.6%	41.5%	16.6%
Somewhat	24.8%	27.8%	25.1%	20.1%	21.4%	26.0%	26.5%	25.6%	18.5%	60.3%	-	28.7%	-	31.2%
OPPOSE	39.5%	37.0%	43.5%	36.8%	36.8%	46.3%	34.1%	41.9%	48.7%	8.8%	42.9%	31.8%	17.4%	33.1%
Somewhat	16.2%	16.0%	16.6%	20.2%	13.2%	13.7%	12.9%	14.8%	16.1%	8.8%	7.7%	13.2%	-	14.4%
Strongly	23.3%	21.0%	26.9%	16.7%	23.6%	32.6%	21.2%	27.0%	32.6%	-	35.2%	18.6%	17.4%	18.7%
DK/REFUSED	16.8%	16.6%	14.9%	19.1%	26.7%	5.6%	22.9%	4.0%	4.8%	-	9.4%	20.9%	41.0%	19.1%
Net Diff.	4.2%	9.3%	-1.8%	7.2%	-0.2%	1.8%	8.9%	12.2%	-2.2%	82.3%	4.9%	15.5%	24.1%	14.8%
Mean	2.47	2.53	2.37	2.63	2.38	2.40	2.50	2.58	2.44	3.22	2.67	2.60	3.11	2.57

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	56.4%	59.6%	55.8%	51.5%	57.3%	50.3%	37.2%	74.8%	68.1%	68.2%	66.2%	44.6%	43.3%	64.5%	37.7%
Strongly	33.2%	34.6%	33.6%	29.7%	33.2%	33.8%	19.2%	61.2%	43.4%	43.4%	42.9%	23.3%	22.5%	37.1%	14.2%
Somewhat	23.2%	25.0%	22.2%	21.8%	24.2%	16.5%	18.0%	13.7%	24.7%	24.8%	23.3%	21.2%	20.8%	27.4%	23.5%
OPPOSE	37.6%	34.0%	38.4%	43.3%	37.2%	40.6%	51.3%	20.5%	25.8%	25.8%	25.8%	51.4%	52.5%	35.5%	45.6%
Somewhat	11.7%	11.1%	14.7%	6.3%	11.0%	16.8%	21.4%	8.2%	10.8%	11.0%	5.8%	13.6%	14.1%	6.2%	7.1%
Strongly	25.9%	22.9%	23.6%	37.0%	26.2%	23.8%	29.9%	12.3%	15.0%	14.8%	20.0%	37.8%	38.4%	29.3%	38.5%
DK/REFUSED	6.0%	6.4%	5.8%	5.3%	5.5%	9.2%	11.6%	4.6%	6.2%	6.1%	8.0%	4.0%	4.3%	-	16.6%
Net Diff.	18.8%	25.6%	17.4%	8.2%	20.2%	9.7%	-14.1%	54.3%	42.3%	42.4%	40.4%	-6.9%	-9.2%	29.0%	-7.9%
Mean	2.68	2.76	2.70	2.47	2.68	2.66	2.30	3.30	3.03	3.03	2.97	2.31	2.29	2.72	2.16



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	56.4%	77.2%	34.5%	61.7%	49.4%	45.2%	76.6%	65.8%	52.8%	58.4%	65.8%	59.4%	62.3%
Strongly	33.2%	48.2%	11.2%	38.8%	29.1%	25.3%	31.7%	39.4%	33.4%	37.7%	-	24.1%	33.4%
Somewhat	23.2%	29.0%	23.3%	22.9%	20.3%	19.9%	44.9%	26.4%	19.4%	20.8%	65.8%	35.3%	28.9%
OPPOSE	37.6%	17.3%	63.0%	30.6%	44.4%	50.5%	21.7%	31.9%	38.5%	41.6%	34.2%	37.9%	34.5%
Somewhat	11.7%	7.2%	17.4%	12.8%	11.5%	15.7%	9.7%	15.0%	9.5%	24.4%	8.0%	12.8%	13.7%
Strongly	25.9%	10.0%	45.6%	17.7%	32.9%	34.8%	12.0%	16.9%	29.0%	17.2%	26.2%	25.0%	20.9%
DK/REFUSED	6.0%	5.6%	2.5%	7.7%	6.2%	4.3%	1.7%	2.3%	8.6%	-	-	2.7%	3.2%
Net Diff.	18.8%	59.9%	-28.5%	31.2%	5.0%	-5.3%	55.0%	33.9%	14.3%	16.9%	31.6%	21.6%	27.8%
Mean	2.68	3.22	2.00	2.90	2.49	2.37	2.98	2.90	2.63	2.79	2.40	2.60	2.77

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
SUPPORT	56.4%	60.8%	36.2%	62.4%	47.3%	57.6%	63.1%	46.1%	67.1%	67.7%	48.3%	43.5%	42.4%	73.1%	53.4%
Strongly	33.2%	35.7%	19.1%	30.9%	34.3%	26.6%	54.8%	27.6%	42.8%	43.2%	29.4%	22.3%	22.0%	28.3%	22.1%
Somewhat	23.2%	25.1%	17.0%	31.5%	13.0%	31.1%	8.2%	18.5%	24.3%	24.5%	18.8%	21.3%	20.4%	44.8%	31.4%
OPPOSE	37.6%	34.1%	56.5%	31.4%	45.9%	35.9%	36.9%	33.5%	26.8%	26.1%	51.7%	52.0%	53.0%	26.9%	20.7%
Somewhat	11.7%	8.8%	21.0%	12.4%	11.3%	13.7%	17.3%	-	11.2%	10.3%	40.3%	13.0%	13.5%	-	2.3%
Strongly	25.9%	25.3%	35.5%	19.0%	34.6%	22.2%	19.6%	33.5%	15.7%	15.8%	11.4%	39.0%	39.4%	26.9%	18.4%
DK/REFUSED	6.0%	5.1%	7.3%	6.2%	6.8%	6.5%	-	20.5%	6.0%	6.2%	-	4.4%	4.6%	-	25.9%
Net Diff.	18.8%	26.7%	-20.4%	31.0%	1.4%	21.7%	26.2%	12.6%	40.3%	41.6%	-3.4%	-8.5%	-10.5%	46.1%	32.7%
Mean	2.68	2.75	2.21	2.79	2.50	2.66	2.98	2.51	3.00	3.01	2.66	2.28	2.26	2.74	2.77

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE-CIDED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	56.4%	66.6%	67.0%	58.6%	42.8%	42.7%	44.4%	62.0%	79.9%	59.7%
Strongly	33.2%	42.1%	42.4%	33.9%	22.3%	23.3%	3.0%	31.4%	49.7%	30.0%
Somewhat	23.2%	24.5%	24.5%	24.6%	20.4%	19.4%	41.4%	30.7%	30.3%	29.6%
OPPOSE	37.6%	26.6%	25.9%	41.4%	52.9%	53.7%	36.5%	28.2%	14.5%	14.4%
Somewhat	11.7%	10.9%	10.3%	24.1%	14.1%	13.7%	21.2%	2.9%	4.7%	3.1%
Strongly	25.9%	15.7%	15.6%	17.3%	38.8%	40.0%	15.3%	25.3%	9.8%	11.3%
DK/REFUSED	6.0%	6.8%	7.1%	-	4.3%	3.6%	19.1%	9.8%	5.5%	25.9%
Net Diff.	18.8%	40.1%	41.0%	17.1%	-10.2%	-11.0%	7.9%	33.8%	65.4%	45.3%
Mean	2.68	3.00	3.01	2.75	2.27	2.27	2.40	2.75	3.27	3.06

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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		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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
SUPPORT	56.4%	55.1%	62.2%	50.2%	64.8%	100.0%	-	65.4%	21.1%	51.0%	64.7%	60.4%	71.5%	54.2%	71.5%	60.7%	45.8%	61.7%	63.1%	54.8%	-
Strongly	33.2%	31.5%	42.6%	30.7%	38.7%	58.9%	-	38.6%	12.4%	28.5%	39.8%	38.8%	42.8%	32.0%	42.8%	41.4%	26.1%	30.6%	31.7%	25.3%	-
Somewhat	23.2%	23.6%	19.6%	19.5%	26.1%	41.1%	-	26.8%	8.7%	22.5%	24.9%	21.6%	28.7%	22.2%	28.7%	19.3%	19.7%	31.1%	31.5%	29.5%	-
OPPOSE	37.6%	40.6%	25.3%	40.6%	33.5%	-	100.0%	28.7%	77.7%	43.5%	29.0%	33.1%	19.5%	39.9%	19.5%	33.2%	47.6%	33.1%	31.9%	38.6%	-
Somewhat	11.7%	12.5%	8.0%	12.7%	9.4%	-	31.1%	10.9%	10.7%	12.2%	11.4%	12.8%	8.2%	12.4%	8.2%	13.2%	11.8%	9.9%	8.1%	18.4%	-
Strongly	25.9%	28.1%	17.4%	27.9%	24.2%	-	68.9%	17.8%	67.0%	31.2%	17.6%	20.3%	11.3%	27.5%	11.3%	20.0%	35.8%	23.2%	23.8%	20.2%	-
DK/REFUSED	6.0%	4.2%	12.4%	9.2%	1.7%	-	-	5.9%	1.2%	5.5%	6.2%	6.5%	9.0%	5.9%	9.0%	6.1%	6.6%	5.2%	4.9%	6.6%	-
Net Diff.	18.8%	14.5%	36.9%	9.5%	31.3%	100.0%	-100%	36.7%	-56.6%	7.6%	35.7%	27.3%	52.0%	14.3%	52.0%	27.5%	-1.8%	28.7%	31.2%	16.2%	-
Mean	2.68	2.61	3.00	2.58	2.81	3.59	1.31	2.92	1.66	2.51	2.93	2.84	3.13	2.62	3.13	2.87	2.39	2.73	2.75	2.64	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	56.4%	68.9%	29.6%	69.3%	53.4%	53.0%	52.2%	59.6%	42.2%	58.7%	68.0%	50.2%	69.1%	40.1%	54.1%	68.3%
Strongly	33.2%	49.4%	14.9%	36.8%	34.2%	31.1%	22.7%	41.6%	19.5%	25.1%	36.9%	34.3%	44.0%	21.6%	38.0%	40.9%
Somewhat	23.2%	19.5%	14.6%	32.5%	19.1%	21.9%	29.4%	18.0%	22.7%	33.6%	31.1%	15.9%	25.1%	18.4%	16.1%	27.4%
OPPOSE	37.6%	28.3%	61.9%	29.7%	37.6%	41.3%	37.3%	33.6%	55.1%	38.4%	32.0%	38.4%	19.9%	59.9%	34.7%	17.6%
Somewhat	11.7%	9.9%	11.5%	6.9%	16.3%	12.0%	13.6%	13.2%	14.4%	12.3%	14.0%	8.7%	3.9%	31.2%	8.8%	1.1%
Strongly	25.9%	18.4%	50.5%	22.8%	21.4%	29.3%	23.7%	20.4%	40.8%	26.1%	18.0%	29.7%	16.0%	28.7%	25.9%	16.5%
DK/REFUSED	6.0%	2.8%	8.5%	1.1%	9.0%	5.8%	10.5%	6.8%	2.7%	2.9%	-	11.4%	11.0%	-	11.2%	14.1%
Net Diff.	18.8%	40.6%	-32.4%	39.6%	15.7%	11.7%	14.8%	26.0%	-12.9%	20.4%	35.9%	11.8%	49.2%	-19.8%	19.5%	50.7%
Mean	2.68	3.03	1.93	2.84	2.73	2.58	2.57	2.87	2.21	2.59	2.87	2.62	3.09	2.33	2.75	3.08

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

10. Support/Oppose: Increasing school choice for parents by giving them a \$6,000 grant to help send their children to a private school if their local public school is not meeting their child's needs.

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
SUPPORT	56.4%	62.0%	62.6%	41.2%	43.1%	39.7%	51.9%	66.9%	67.0%	66.8%	73.5%	38.8%	46.1%	75.9%	42.4%	56.4%	57.4%	34.5%	45.4%	65.7%	
Strongly	33.2%	45.8%	39.0%	22.1%	22.9%	21.5%	17.9%	46.5%	43.6%	49.2%	60.5%	25.2%	19.6%	50.1%	20.5%	16.7%	42.6%	14.6%	7.4%	46.8%	
Somewhat	23.2%	16.2%	23.6%	19.1%	20.2%	18.2%	33.9%	20.5%	23.4%	17.6%	13.0%	13.6%	26.5%	25.8%	21.8%	39.7%	14.8%	19.9%	38.0%	18.9%	
OPPOSE	37.6%	30.6%	36.3%	53.9%	52.3%	55.0%	42.8%	26.8%	27.3%	26.4%	26.5%	55.9%	48.9%	22.0%	52.8%	38.1%	32.0%	61.3%	53.7%	28.3%	
Somewhat	11.7%	10.7%	14.5%	16.7%	18.9%	15.0%	13.8%	9.1%	13.5%	4.8%	-	15.6%	12.1%	6.2%	17.2%	15.1%	12.3%	18.9%	16.9%	10.2%	
Strongly	25.9%	19.9%	21.8%	37.2%	33.5%	40.0%	29.1%	17.7%	13.8%	21.5%	26.5%	40.3%	36.8%	15.8%	35.6%	23.0%	19.7%	42.5%	36.7%	18.1%	
DK/REFUSED	6.0%	7.4%	1.1%	5.0%	4.6%	5.2%	5.3%	6.3%	5.7%	6.8%	-	5.3%	5.0%	2.1%	4.8%	5.5%	10.7%	4.1%	0.9%	6.0%	
Net Diff.	18.8%	31.4%	26.3%	-12.7%	-9.3%	-15.3%	9.1%	40.1%	39.7%	40.5%	47.0%	-17.1%	-2.7%	53.9%	-10.5%	18.3%	25.4%	-26.8%	-8.3%	37.4%	
Mean	2.68	2.95	2.81	2.27	2.34	2.22	2.43	3.02	3.03	3.01	3.08	2.25	2.30	3.13	2.29	2.53	2.90	2.07	2.16	3.00	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	56.4%	50.5%	65.6%	73.2%	50.9%	62.7%	64.4%	66.9%	44.1%	48.0%	57.9%	55.8%	63.3%	49.0%	70.5%	48.7%	56.5%	49.2%	64.8%	43.9%
Strongly	33.2%	32.7%	40.4%	42.7%	34.5%	38.1%	35.6%	43.5%	20.8%	31.9%	33.6%	33.7%	40.0%	26.8%	49.1%	25.8%	31.5%	27.6%	41.4%	22.2%
Somewhat	23.2%	17.8%	25.2%	30.6%	16.4%	24.6%	28.8%	23.4%	23.4%	16.1%	24.3%	22.1%	23.2%	22.2%	21.4%	22.9%	25.0%	21.7%	23.4%	21.6%
OPPOSE	37.6%	43.4%	19.8%	18.8%	43.6%	23.4%	20.9%	26.6%	50.5%	44.3%	38.2%	37.8%	31.7%	44.3%	29.5%	44.0%	33.7%	44.5%	29.8%	52.0%
Somewhat	11.7%	13.5%	7.1%	2.9%	12.6%	8.4%	4.4%	10.2%	13.1%	20.0%	15.0%	10.7%	8.1%	14.4%	4.8%	13.5%	11.3%	15.1%	8.5%	17.5%
Strongly	25.9%	29.9%	12.7%	15.9%	31.0%	15.0%	16.5%	16.5%	37.4%	24.2%	23.2%	27.0%	23.5%	29.9%	24.8%	30.5%	22.4%	29.4%	21.4%	34.5%
DK/REFUSED	6.0%	6.1%	14.6%	8.0%	5.4%	13.9%	14.6%	6.5%	5.4%	7.7%	3.9%	6.5%	5.1%	6.7%	-	7.3%	9.8%	6.3%	5.3%	4.1%
Net Diff.	18.8%	7.1%	45.9%	54.4%	7.3%	39.3%	43.5%	40.3%	-6.4%	3.8%	19.7%	18.0%	31.6%	4.7%	40.9%	4.7%	22.9%	4.7%	35.0%	-8.1%
Mean	2.68	2.57	3.09	3.09	2.58	3.00	2.98	3.00	2.29	2.60	2.71	2.67	2.84	2.49	2.95	2.48	2.73	2.51	2.90	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
SUPPORT	56.4%	55.8%	59.0%	57.2%	54.2%	58.7%	50.6%	65.0%	48.9%	52.1%	51.5%	57.4%	45.4%	62.5%	58.2%	53.7%	62.0%	60.7%	52.2%	68.1%	54.0%	
Strongly	33.2%	32.7%	35.7%	34.1%	33.5%	37.3%	29.0%	39.2%	32.6%	35.3%	27.0%	37.3%	22.4%	36.0%	38.9%	29.8%	44.0%	39.5%	28.7%	44.3%	31.8%	
Somewhat	23.2%	23.1%	23.3%	23.1%	20.7%	21.4%	21.6%	25.8%	16.3%	16.8%	24.5%	20.0%	23.1%	26.5%	19.3%	24.0%	18.0%	21.2%	23.5%	23.8%	22.2%	
OPPOSE	37.6%	40.1%	29.3%	37.6%	32.5%	36.1%	42.9%	32.2%	46.5%	40.2%	40.9%	38.8%	49.1%	27.8%	33.8%	34.8%	29.6%	31.4%	43.2%	27.2%	43.9%	
Somewhat	11.7%	7.0%	8.4%	8.8%	8.4%	12.8%	10.1%	9.9%	7.1%	15.9%	11.8%	13.2%	14.0%	11.8%	4.4%	15.6%	2.9%	11.9%	11.9%	6.5%	11.5%	
Strongly	25.9%	33.1%	20.8%	28.8%	24.1%	23.3%	32.8%	22.3%	39.4%	24.3%	29.1%	25.6%	35.1%	16.0%	29.4%	19.2%	26.7%	19.6%	31.3%	20.7%	32.4%	
DK/REFUSED	6.0%	4.1%	11.7%	5.2%	13.3%	5.2%	6.5%	2.8%	4.6%	7.7%	7.6%	3.8%	5.5%	9.7%	8.0%	11.4%	8.4%	7.8%	4.6%	4.7%	2.1%	
Net Diff.	18.8%	15.7%	29.8%	19.6%	21.7%	22.7%	7.6%	32.8%	2.4%	12.0%	10.6%	18.6%	-3.7%	34.7%	24.4%	18.9%	32.4%	29.3%	8.9%	40.9%	10.0%	
Mean	2.68	2.58	2.84	2.66	2.73	2.77	2.50	2.84	2.44	2.68	2.53	2.72	2.35	2.91	2.73	2.73	2.87	2.88	2.52	2.96	2.54	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	56.4%	54.2%	50.8%	59.1%	50.4%	65.9%	55.9%	70.7%	49.3%	66.4%	48.1%	74.0%	45.1%	58.3%	50.3%	65.8%	44.2%	67.9%	55.3%	62.9%	56.1%
Strongly	33.2%	35.3%	26.3%	36.1%	27.4%	50.6%	31.4%	52.0%	29.2%	43.7%	22.9%	47.7%	23.4%	39.5%	22.5%	42.3%	17.8%	48.2%	32.1%	51.1%	32.4%
Somewhat	23.2%	18.9%	24.5%	23.0%	23.0%	15.4%	24.5%	18.7%	20.1%	22.6%	25.3%	26.3%	21.7%	18.7%	27.8%	23.5%	26.4%	19.7%	23.2%	11.8%	23.7%
OPPOSE	37.6%	35.2%	42.7%	33.8%	47.1%	23.5%	35.0%	18.0%	39.8%	26.8%	47.5%	23.8%	50.1%	30.0%	45.7%	28.0%	53.4%	22.4%	36.8%	22.0%	36.9%
Somewhat	11.7%	16.7%	12.2%	12.9%	14.0%	8.4%	7.6%	10.9%	7.2%	10.4%	13.3%	6.6%	12.4%	14.4%	14.0%	11.5%	15.7%	6.4%	9.0%	9.3%	8.5%
Strongly	25.9%	18.5%	30.5%	20.9%	33.2%	15.2%	27.4%	7.1%	32.6%	16.4%	34.2%	17.2%	37.8%	15.5%	31.7%	16.6%	37.7%	15.9%	27.8%	12.7%	28.4%
DK/REFUSED	6.0%	10.6%	6.5%	7.1%	2.5%	10.6%	9.1%	11.2%	10.9%	6.8%	4.3%	2.2%	4.8%	11.8%	4.0%	6.2%	2.4%	9.8%	7.9%	15.1%	7.0%
Net Diff.	18.8%	19.0%	8.1%	25.3%	3.3%	42.4%	20.9%	52.7%	9.5%	39.6%	0.6%	50.2%	-5.1%	28.3%	4.6%	37.8%	-9.2%	45.5%	18.5%	40.9%	19.1%
Mean	2.68	2.79	2.50	2.80	2.46	3.13	2.66	3.30	2.51	3.01	2.38	3.07	2.32	2.93	2.43	2.98	2.25	3.11	2.65	3.19	2.65

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
SUPPORT	56.4%	67.8%	73.9%	73.1%	63.7%	43.5%	60.9%	30.4%	36.6%	74.7%	40.4%	60.9%	45.6%	67.5%	38.8%	68.5%	52.2%	60.6%	52.4%
Strongly	33.2%	40.2%	59.6%	34.8%	35.8%	23.8%	36.5%	15.2%	18.5%	44.8%	24.0%	35.6%	23.7%	39.1%	18.6%	43.4%	33.7%	39.6%	35.4%
Somewhat	23.2%	27.6%	14.3%	38.3%	27.9%	19.7%	24.4%	15.2%	18.1%	29.8%	16.4%	25.4%	21.8%	28.4%	20.2%	25.1%	18.5%	21.0%	16.9%
OPPOSE	37.6%	25.0%	21.4%	17.6%	29.2%	52.2%	37.5%	69.6%	55.1%	22.0%	56.1%	28.2%	49.5%	26.6%	59.0%	19.6%	39.4%	22.6%	39.5%
Somewhat	11.7%	8.7%	6.2%	6.7%	10.3%	15.3%	17.9%	6.2%	17.4%	7.1%	13.0%	10.3%	16.8%	9.2%	18.3%	6.8%	9.5%	7.7%	9.6%
Strongly	25.9%	16.4%	15.2%	10.9%	18.9%	36.9%	19.5%	63.3%	37.7%	14.9%	43.1%	17.9%	32.8%	17.3%	40.7%	12.9%	29.9%	14.8%	29.9%
DK/REFUSED	6.0%	7.1%	4.7%	9.3%	7.1%	4.3%	1.6%	-	8.3%	3.4%	3.5%	10.9%	4.9%	5.9%	2.2%	11.8%	8.3%	16.8%	8.1%
Net Diff.	18.8%	42.8%	52.4%	55.5%	34.5%	-8.7%	23.4%	-39.1%	-18.5%	52.7%	-15.7%	32.8%	-4.0%	40.9%	-20.1%	48.9%	12.8%	38.0%	12.8%
Mean	2.68	2.99	3.24	3.07	2.87	2.32	2.79	1.82	2.19	3.08	2.22	2.88	2.38	2.95	2.17	3.12	2.61	3.03	2.63

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
SUPPORT	56.4%	55.3%	59.3%	57.0%	64.5%	70.9%	56.8%	59.9%	63.8%	60.6%	59.0%	77.4%	100.0%	51.2%	56.3%	55.0%	67.7%	43.5%	49.8%		
Strongly	33.2%	31.3%	38.0%	37.4%	41.5%	35.5%	42.9%	38.0%	34.3%	30.2%	59.0%	33.6%	-	25.2%	40.4%	41.4%	31.5%	43.5%	49.8%		
Somewhat	23.2%	24.0%	21.3%	19.6%	23.0%	35.5%	13.9%	21.8%	29.6%	30.4%	-	43.9%	100.0%	25.9%	15.9%	13.6%	36.2%	-	-		
OPPOSE	37.6%	40.1%	31.1%	32.0%	28.6%	23.6%	43.2%	37.8%	29.8%	30.1%	41.0%	22.6%	-	42.2%	31.9%	33.0%	21.5%	28.0%	50.2%		
Somewhat	11.7%	13.2%	7.8%	8.5%	0.9%	-	43.2%	9.8%	6.4%	8.9%	2.6%	-	-	16.2%	8.7%	8.3%	-	-	50.2%		
Strongly	25.9%	26.9%	23.3%	23.4%	27.7%	23.6%	-	28.0%	23.5%	21.2%	38.4%	22.6%	-	26.0%	23.2%	24.7%	21.5%	28.0%	-		
DK/REFUSED	6.0%	4.6%	9.6%	11.0%	6.9%	5.5%	-	2.3%	6.3%	9.3%	-	-	-	6.6%	11.7%	12.0%	10.8%	28.5%	-		
Net Diff.	18.8%	15.1%	28.1%	25.0%	36.0%	47.4%	13.7%	22.1%	34.0%	30.5%	18.0%	54.9%	100.0%	9.0%	24.4%	22.0%	46.2%	15.5%	-0.3%		
Mean	2.68	2.62	2.82	2.80	2.84	2.88	3.00	2.72	2.80	2.77	2.80	2.88	3.00	2.54	2.83	2.82	2.87	2.83	3.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	56.4%	44.4%	64.5%	58.8%	55.2%	55.8%	56.0%	56.9%	57.4%	55.5%	56.9%	55.8%	59.5%	61.4%	63.5%	56.5%	61.1%	59.9%
Strongly	33.2%	27.6%	40.3%	31.7%	31.1%	35.6%	35.0%	32.7%	33.3%	33.5%	32.8%	35.6%	39.0%	36.3%	38.3%	35.4%	37.3%	36.7%
Somewhat	23.2%	16.7%	24.2%	27.1%	24.1%	20.2%	21.1%	24.2%	24.1%	22.0%	24.1%	20.2%	20.5%	25.1%	25.3%	21.2%	23.8%	23.2%
OPPOSE	37.6%	49.1%	26.5%	35.2%	43.8%	37.5%	36.0%	38.2%	35.6%	40.5%	37.6%	37.5%	38.1%	34.9%	33.3%	40.0%	35.9%	35.9%
Somewhat	11.7%	22.9%	7.7%	8.8%	12.3%	12.3%	14.1%	10.8%	11.4%	12.3%	11.6%	12.3%	10.2%	8.5%	7.9%	10.8%	9.1%	8.6%
Strongly	25.9%	26.1%	18.8%	26.4%	31.5%	25.3%	21.9%	27.4%	24.2%	28.2%	25.9%	25.3%	27.9%	26.5%	25.5%	29.2%	26.8%	27.3%
DK/REFUSED	6.0%	6.6%	9.0%	6.0%	1.0%	6.6%	8.0%	4.9%	7.0%	4.0%	5.5%	6.6%	2.4%	3.7%	3.1%	3.5%	3.0%	4.2%
Net Diff.	18.8%	-4.7%	38.0%	23.6%	11.4%	18.3%	20.0%	18.7%	21.9%	15.0%	19.3%	18.3%	21.3%	26.5%	30.2%	16.5%	25.1%	24.0%
Mean	2.68	2.49	2.94	2.68	2.55	2.71	2.75	2.65	2.72	2.63	2.67	2.71	2.72	2.74	2.79	2.65	2.74	2.72

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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:						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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
SUPPORT	56.4%	52.8%	53.5%	52.2%	54.8%	53.6%	52.0%	60.8%	52.9%	51.0%	59.0%	59.5%	40.0%	71.8%	74.6%	53.8%	47.4%
Strongly	33.2%	31.2%	29.9%	29.0%	32.0%	29.2%	34.6%	37.1%	30.1%	33.9%	35.2%	30.6%	9.9%	38.0%	38.0%	36.0%	29.4%
Somewhat	23.2%	21.6%	23.5%	23.2%	22.7%	24.4%	17.3%	23.7%	22.8%	17.2%	23.8%	28.9%	30.1%	33.8%	36.6%	17.9%	18.0%
OPPOSE	37.6%	34.0%	40.8%	37.5%	40.9%	38.9%	39.1%	35.9%	39.0%	43.2%	34.7%	34.6%	41.2%	23.4%	19.9%	41.5%	45.9%
Somewhat	11.7%	17.8%	12.6%	14.4%	13.4%	13.6%	15.7%	9.0%	13.9%	10.9%	12.0%	12.3%	27.2%	12.2%	4.7%	11.2%	13.4%
Strongly	25.9%	16.2%	28.2%	23.0%	27.5%	25.3%	23.3%	26.9%	25.0%	32.4%	22.7%	22.3%	14.1%	11.1%	15.2%	30.3%	32.5%
DK/REFUSED	6.0%	13.2%	5.8%	10.3%	4.3%	7.5%	9.0%	3.3%	8.1%	5.7%	6.2%	5.9%	18.8%	4.9%	5.5%	4.7%	6.7%
Net Diff.	18.8%	18.8%	12.7%	14.8%	13.9%	14.8%	12.9%	24.9%	13.9%	7.8%	24.3%	24.8%	-1.2%	48.4%	54.6%	12.4%	1.5%
Mean	2.68	2.78	2.59	2.65	2.62	2.62	2.69	2.73	2.63	2.56	2.76	2.72	2.44	3.04	3.03	2.62	2.47

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
SUPPORT	56.4%	68.3%	59.4%	42.8%	44.1%	48.9%	74.1%	66.6%	74.0%	30.9%	36.4%	44.9%	41.0%	45.3%
Strongly	33.2%	37.7%	39.5%	18.1%	27.6%	36.1%	31.5%	47.7%	51.2%	30.9%	10.3%	16.1%	-	17.5%
Somewhat	23.2%	30.6%	19.9%	24.7%	16.5%	12.8%	42.5%	18.9%	22.8%	-	26.1%	28.8%	41.0%	27.7%
OPPOSE	37.6%	24.5%	37.7%	51.7%	47.8%	44.8%	21.5%	22.3%	18.9%	38.7%	63.6%	53.7%	59.0%	53.2%
Somewhat	11.7%	12.6%	12.6%	17.6%	5.9%	5.2%	16.0%	6.6%	7.9%	-	-	6.6%	-	7.2%
Strongly	25.9%	11.9%	25.1%	34.1%	41.9%	39.6%	5.4%	15.7%	11.0%	38.7%	63.6%	47.1%	59.0%	46.0%
DK/REFUSED	6.0%	7.2%	2.9%	5.5%	8.1%	6.3%	4.5%	11.1%	7.2%	30.4%	-	1.4%	-	1.5%
Net Diff.	18.8%	43.8%	21.7%	-8.9%	-3.8%	4.1%	52.6%	44.4%	55.1%	-7.8%	-27.2%	-8.7%	-17.9%	-7.9%
Mean	2.68	3.01	2.76	2.28	2.32	2.48	3.05	3.11	3.23	2.33	1.83	2.14	1.82	2.17

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	76.4%	76.5%	77.8%	73.1%	76.5%	75.5%	74.7%	77.1%	87.1%	87.1%	86.2%	63.1%	63.1%	64.2%	74.4%
Strongly	53.2%	59.5%	51.1%	45.0%	53.8%	49.5%	42.7%	62.1%	64.1%	65.2%	31.9%	39.7%	38.5%	58.5%	50.7%
Somewhat	23.2%	17.0%	26.7%	28.2%	22.8%	26.1%	31.9%	15.0%	23.0%	21.9%	54.3%	23.4%	24.5%	5.7%	23.7%
OPPOSE	15.0%	14.3%	13.7%	19.3%	15.2%	13.8%	21.2%	-	5.8%	5.8%	5.8%	26.3%	26.9%	18.0%	17.6%
Somewhat	9.3%	10.0%	8.9%	9.0%	9.8%	6.4%	9.8%	-	3.7%	3.6%	5.8%	16.9%	18.0%	-	6.9%
Strongly	5.7%	4.4%	4.8%	10.4%	5.4%	7.4%	11.4%	-	2.2%	2.2%	-	9.4%	8.9%	18.0%	10.7%
DK/REFUSED	8.6%	9.2%	8.5%	7.5%	8.3%	10.7%	4.2%	22.9%	7.1%	7.1%	8.0%	10.5%	10.1%	17.8%	8.0%
Net Diff.	61.4%	62.2%	64.1%	53.8%	61.3%	61.7%	53.5%	77.1%	81.2%	81.3%	80.5%	36.8%	36.2%	46.2%	56.9%
Mean	3.36	3.45	3.36	3.17	3.36	3.32	3.11	3.81	3.60	3.62	3.28	3.04	3.03	3.27	3.24

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	76.4%	89.7%	60.8%	79.7%	72.4%	66.8%	90.3%	82.6%	74.6%	71.0%	65.8%	73.8%	79.5%
Strongly	53.2%	65.9%	39.8%	51.6%	51.9%	46.5%	71.5%	52.2%	52.7%	63.4%	-	57.3%	54.3%
Somewhat	23.2%	23.8%	20.9%	28.2%	20.5%	20.3%	18.8%	30.4%	21.9%	7.6%	65.8%	16.5%	25.2%
OPPOSE	15.0%	6.8%	31.0%	8.9%	18.0%	21.4%	7.6%	8.9%	16.7%	11.8%	26.2%	19.2%	12.6%
Somewhat	9.3%	5.1%	16.0%	5.9%	11.5%	11.3%	5.5%	4.6%	11.2%	11.8%	26.2%	11.5%	7.5%
Strongly	5.7%	1.7%	15.0%	3.0%	6.5%	10.1%	2.1%	4.3%	5.5%	-	-	7.7%	5.1%
DK/REFUSED	8.6%	3.5%	8.2%	11.4%	9.6%	11.7%	2.1%	8.5%	8.7%	17.2%	8.0%	6.9%	7.9%
Net Diff.	61.4%	83.0%	29.7%	70.9%	54.5%	45.4%	82.6%	73.7%	57.9%	59.1%	39.6%	54.6%	67.0%
Mean	3.36	3.60	2.93	3.45	3.30	3.17	3.63	3.43	3.33	3.62	2.71	3.33	3.40



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
SUPPORT	76.4%	82.9%	68.6%	82.7%	71.8%	47.8%	62.0%	65.9%	87.1%	86.7%	100.0%	64.0%	63.7%	73.1%	66.8%
Strongly	53.2%	61.8%	40.4%	56.3%	42.9%	34.2%	47.6%	39.2%	65.4%	65.6%	60.7%	39.8%	39.3%	52.3%	30.6%
Somewhat	23.2%	21.1%	28.2%	26.4%	28.9%	13.5%	14.4%	26.7%	21.6%	21.1%	39.3%	24.2%	24.3%	20.7%	36.2%
OPPOSE	15.0%	8.2%	22.8%	14.2%	18.0%	40.3%	20.6%	23.6%	5.2%	5.4%	-	27.1%	27.3%	21.5%	14.1%
Somewhat	9.3%	4.6%	13.4%	10.3%	12.9%	30.4%	10.7%	4.4%	3.4%	3.5%	-	17.2%	17.9%	-	0.8%
Strongly	5.7%	3.6%	9.4%	3.9%	5.1%	9.9%	9.9%	19.1%	1.8%	1.9%	-	9.9%	9.5%	21.5%	13.3%
DK/REFUSED	8.6%	8.9%	8.6%	3.1%	10.2%	11.9%	17.4%	10.5%	7.7%	7.9%	-	8.9%	9.0%	5.5%	19.1%
Net Diff.	61.4%	74.7%	45.9%	68.6%	53.8%	7.4%	41.4%	42.4%	81.8%	81.3%	100.0%	36.9%	36.3%	51.6%	52.7%
Mean	3.36	3.55	3.09	3.39	3.22	2.82	3.21	2.96	3.63	3.63	3.61	3.03	3.03	3.10	3.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	76.4%	87.4%	86.9%	100.0%	62.6%	61.2%	91.8%	76.4%	92.4%	81.5%
Strongly	53.2%	65.5%	65.1%	74.8%	38.5%	38.9%	30.5%	47.9%	69.4%	41.6%
Somewhat	23.2%	21.9%	21.8%	25.2%	24.0%	22.3%	61.3%	28.5%	22.9%	39.9%
OPPOSE	15.0%	4.8%	5.0%	-	28.1%	29.0%	8.2%	14.1%	3.6%	8.2%
Somewhat	9.3%	3.2%	3.3%	-	17.1%	17.5%	8.2%	9.0%	2.6%	1.1%
Strongly	5.7%	1.6%	1.6%	-	11.0%	11.5%	-	5.1%	1.0%	7.2%
DK/REFUSED	8.6%	7.8%	8.2%	-	9.4%	9.8%	-	9.5%	4.0%	10.2%
Net Diff.	61.4%	82.6%	81.9%	100.0%	34.5%	32.1%	83.6%	62.3%	88.7%	73.3%
Mean	3.36	3.64	3.64	3.75	2.99	2.98	3.22	3.32	3.67	3.29

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-			
SUPPORT	76.4%	76.3%	76.4%	76.8%	77.7%	88.5%	58.3%	100.0%	-	72.2%	84.5%	83.2%	92.3%	75.9%	92.3%	82.4%	68.1%	77.4%	77.5%	76.8%	-			
Strongly	53.2%	54.0%	51.7%	54.6%	50.7%	65.0%	34.7%	69.6%	-	47.1%	66.4%	60.7%	77.2%	51.7%	77.2%	57.6%	42.5%	58.4%	57.7%	62.1%	-			
Somewhat	23.2%	22.4%	24.7%	22.2%	27.0%	23.5%	23.6%	30.4%	-	25.1%	18.1%	22.5%	15.1%	24.2%	15.1%	24.8%	25.7%	19.0%	19.9%	14.7%	-			
OPPOSE	15.0%	16.9%	8.8%	15.0%	14.3%	5.6%	31.0%	-	100.0%	19.5%	8.0%	8.1%	4.9%	15.6%	4.9%	9.3%	25.2%	11.8%	10.8%	16.6%	-			
Somewhat	9.3%	10.2%	6.2%	9.7%	7.8%	3.4%	19.3%	-	62.1%	12.6%	5.1%	3.5%	4.9%	9.5%	4.9%	6.1%	15.6%	7.0%	7.4%	5.3%	-			
Strongly	5.7%	6.7%	2.5%	5.3%	6.5%	2.2%	11.8%	-	37.9%	6.9%	2.9%	4.7%	-	6.2%	-	3.2%	9.6%	4.8%	3.5%	11.2%	-			
DK/REFUSED	8.6%	6.8%	14.8%	8.3%	8.0%	5.9%	10.7%	-	-	8.3%	7.6%	8.7%	2.8%	8.4%	2.8%	8.2%	6.7%	10.8%	11.6%	6.6%	-			
Net Diff.	61.4%	59.4%	67.7%	61.8%	63.4%	82.9%	27.2%	100.0%	-100%	52.6%	76.5%	75.1%	87.5%	60.3%	87.5%	73.1%	42.9%	65.6%	66.7%	60.3%	-			
Mean	3.36	3.33	3.47	3.37	3.33	3.61	2.91	3.70	1.62	3.22	3.60	3.53	3.74	3.33	3.74	3.49	3.08	3.47	3.49	3.37	-			

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	76.4%	87.2%	59.4%	74.2%	78.2%	72.0%	81.4%	81.6%	64.6%	74.4%	88.7%	72.5%	84.8%	74.8%	77.0%	87.1%
Strongly	53.2%	67.1%	37.7%	59.1%	49.2%	44.6%	57.6%	58.1%	34.1%	52.4%	51.2%	52.7%	73.2%	43.4%	57.5%	76.5%
Somewhat	23.2%	20.1%	21.7%	15.1%	29.0%	27.4%	23.8%	23.4%	30.5%	21.9%	37.5%	19.8%	11.7%	31.4%	19.5%	10.6%
OPPOSE	15.0%	9.1%	37.6%	13.7%	9.5%	19.7%	9.4%	9.7%	28.5%	14.3%	7.1%	21.2%	5.7%	15.9%	16.0%	9.1%
Somewhat	9.3%	6.0%	22.6%	8.5%	6.1%	12.6%	5.1%	6.5%	17.7%	7.5%	3.0%	13.1%	5.7%	6.6%	10.7%	9.1%
Strongly	5.7%	3.1%	15.0%	5.2%	3.4%	7.2%	4.2%	3.1%	10.8%	6.7%	4.2%	8.1%	-	9.3%	5.3%	-
DK/REFUSED	8.6%	3.7%	3.0%	12.0%	12.3%	8.3%	9.2%	8.8%	6.9%	11.3%	4.2%	6.3%	9.4%	9.3%	7.0%	3.8%
Net Diff.	61.4%	78.1%	21.8%	60.5%	68.6%	52.3%	72.0%	71.9%	36.1%	60.1%	81.6%	51.3%	79.1%	59.0%	61.0%	77.9%
Mean	3.36	3.57	2.85	3.46	3.41	3.19	3.48	3.50	2.94	3.35	3.42	3.25	3.74	3.20	3.39	3.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
SUPPORT	76.4%	84.8%	77.0%	62.6%	54.4%	68.7%	75.2%	85.3%	88.2%	82.4%	92.3%	59.0%	72.7%	86.1%	64.3%	77.2%	84.3%	57.2%	70.1%	83.9%
Strongly	53.2%	62.8%	49.2%	37.3%	34.6%	39.4%	44.7%	64.7%	62.3%	67.0%	90.1%	40.4%	41.4%	71.7%	35.8%	47.2%	57.2%	28.8%	34.8%	63.8%
Somewhat	23.2%	22.0%	27.8%	25.2%	19.8%	29.3%	30.6%	20.6%	25.9%	15.4%	2.3%	18.7%	31.3%	14.5%	28.5%	30.0%	27.1%	28.5%	35.3%	20.2%
OPPOSE	15.0%	6.9%	13.1%	28.2%	30.9%	26.2%	18.3%	5.8%	3.5%	8.1%	-	34.3%	20.0%	6.9%	25.1%	16.9%	4.7%	33.2%	21.6%	6.8%
Somewhat	9.3%	4.3%	9.0%	18.3%	20.8%	16.3%	11.3%	4.0%	1.9%	6.2%	-	22.8%	15.4%	4.0%	16.0%	8.1%	4.1%	19.7%	13.4%	4.7%
Strongly	5.7%	2.5%	4.2%	10.0%	10.1%	9.9%	7.0%	1.8%	1.7%	2.0%	-	11.5%	4.6%	2.9%	9.2%	8.9%	0.6%	13.5%	8.2%	2.1%
DK/REFUSED	8.6%	8.3%	9.9%	9.2%	14.7%	5.1%	6.5%	8.9%	8.3%	9.5%	7.7%	6.6%	7.3%	6.9%	10.5%	5.9%	10.9%	9.6%	8.3%	9.2%
Net Diff.	61.4%	77.9%	63.9%	34.3%	23.5%	42.5%	56.9%	79.4%	84.7%	74.3%	92.3%	24.7%	52.6%	79.2%	39.2%	60.3%	79.6%	24.0%	48.5%	77.1%
Mean	3.36	3.58	3.35	2.99	2.93	3.04	3.21	3.63	3.62	3.63	3.98	2.94	3.18	3.66	3.02	3.23	3.58	2.80	3.05	3.60

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	76.4%	70.0%	86.1%	93.0%	72.8%	85.6%	87.0%	86.5%	64.1%	80.8%	74.1%	77.3%	78.0%	73.7%	78.0%	73.9%	78.0%	73.6%	76.7%	73.4%
Strongly	53.2%	49.4%	65.7%	69.2%	50.3%	66.6%	72.6%	64.1%	40.5%	52.3%	57.8%	50.8%	56.0%	47.9%	60.4%	52.8%	51.9%	44.2%	56.7%	41.8%
Somewhat	23.2%	20.6%	20.5%	23.8%	22.5%	19.0%	14.4%	22.4%	23.7%	28.4%	16.3%	26.4%	22.0%	25.8%	17.6%	21.1%	26.1%	29.4%	20.0%	31.6%
OPPOSE	15.0%	21.3%	11.3%	-	20.9%	13.3%	-	5.6%	26.6%	4.4%	18.2%	13.8%	13.1%	17.8%	13.8%	19.7%	12.4%	16.3%	12.2%	19.7%
Somewhat	9.3%	16.3%	7.0%	-	14.7%	8.2%	-	3.4%	16.5%	4.4%	13.1%	8.1%	9.3%	10.0%	9.0%	12.3%	9.6%	8.3%	9.1%	10.1%
Strongly	5.7%	5.0%	4.3%	-	6.3%	5.1%	-	2.1%	10.1%	-	5.1%	5.7%	3.8%	7.7%	4.8%	7.4%	2.8%	8.0%	3.0%	9.6%
DK/REFUSED	8.6%	8.7%	2.6%	7.0%	6.3%	1.0%	13.0%	7.9%	9.2%	14.9%	7.6%	9.0%	8.9%	8.5%	8.2%	6.4%	9.6%	10.0%	11.1%	6.9%
Net Diff.	61.4%	48.8%	74.8%	93.0%	51.8%	72.3%	87.0%	80.9%	37.5%	76.4%	55.9%	63.5%	65.0%	56.0%	64.2%	54.2%	65.6%	57.3%	64.5%	53.7%
Mean	3.36	3.25	3.51	3.74	3.25	3.49	3.83	3.61	3.04	3.56	3.37	3.34	3.43	3.24	3.46	3.27	3.41	3.22	3.47	3.13

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
SUPPORT	76.4%	82.9%	74.4%	84.9%	73.1%	80.0%	69.5%	81.0%	66.1%	79.0%	71.3%	78.4%	67.0%	85.1%	73.2%	84.0%	75.3%	79.9%	73.3%	83.1%	70.1%	
Strongly	53.2%	51.9%	59.8%	56.6%	59.0%	56.1%	46.7%	61.8%	46.1%	50.1%	47.0%	54.0%	39.2%	62.5%	57.7%	65.5%	61.0%	55.6%	50.5%	64.1%	51.6%	
Somewhat	23.2%	31.0%	14.6%	28.2%	14.1%	23.9%	22.8%	19.2%	20.0%	28.9%	24.4%	24.4%	27.8%	22.6%	15.5%	18.5%	14.3%	24.4%	22.9%	19.0%	18.4%	
OPPOSE	15.0%	17.1%	14.0%	15.1%	15.7%	12.8%	21.9%	13.0%	28.3%	12.6%	18.3%	14.1%	23.6%	8.5%	19.5%	8.5%	18.9%	10.8%	18.6%	12.1%	21.0%	
Somewhat	9.3%	10.1%	9.9%	12.8%	9.8%	8.4%	13.9%	9.5%	17.2%	7.3%	12.1%	8.9%	15.5%	7.2%	11.6%	6.5%	12.9%	7.9%	10.7%	8.3%	12.6%	
Strongly	5.7%	7.0%	4.2%	2.4%	5.9%	4.3%	8.0%	3.5%	11.1%	5.2%	6.3%	5.3%	8.1%	1.4%	7.9%	2.0%	5.9%	2.9%	7.8%	3.8%	8.4%	
DK/REFUSED	8.6%	-	11.6%	-	11.2%	7.2%	8.6%	6.0%	5.6%	8.5%	10.3%	7.5%	9.5%	6.4%	7.4%	7.5%	5.9%	9.3%	8.1%	4.8%	8.9%	
Net Diff.	61.4%	65.9%	60.4%	69.7%	57.4%	67.3%	47.5%	68.0%	37.8%	66.4%	53.0%	64.3%	43.4%	76.5%	53.7%	75.5%	56.4%	69.1%	54.7%	71.0%	49.0%	
Mean	3.36	3.28	3.47	3.39	3.42	3.42	3.18	3.48	3.07	3.35	3.25	3.37	3.08	3.56	3.33	3.60	3.38	3.46	3.26	3.51	3.24	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	76.4%	77.1%	75.8%	80.0%	70.4%	79.0%	79.4%	81.4%	78.8%	84.2%	68.0%	87.7%	61.6%	80.6%	72.5%	85.6%	61.9%	78.0%	79.3%	73.6%	82.1%
Strongly	53.2%	48.0%	49.6%	55.7%	44.6%	53.8%	62.8%	60.5%	62.4%	61.5%	44.4%	69.0%	43.2%	53.5%	45.2%	64.2%	33.8%	49.2%	63.7%	49.0%	66.4%
Somewhat	23.2%	29.1%	26.2%	24.3%	25.8%	25.2%	16.6%	20.9%	16.3%	22.8%	23.7%	18.7%	18.4%	27.1%	27.4%	21.4%	28.1%	28.8%	15.6%	24.6%	15.7%
OPPOSE	15.0%	9.7%	16.7%	11.1%	19.8%	10.0%	16.0%	4.2%	19.5%	7.9%	22.9%	7.3%	28.9%	8.7%	18.7%	7.3%	26.5%	10.6%	16.3%	8.8%	16.8%
Somewhat	9.3%	7.5%	9.3%	9.1%	10.1%	3.6%	12.1%	2.1%	14.3%	4.9%	14.3%	3.5%	19.5%	6.4%	10.7%	5.1%	15.4%	3.9%	12.4%	6.1%	11.9%
Strongly	5.7%	2.2%	7.4%	2.0%	9.7%	6.4%	3.8%	2.1%	5.3%	3.1%	8.6%	3.8%	9.3%	2.3%	8.1%	2.2%	11.1%	6.7%	3.9%	2.8%	4.9%
DK/REFUSED	8.6%	13.2%	7.5%	8.9%	9.8%	11.0%	4.6%	14.3%	1.7%	7.8%	9.0%	5.1%	9.5%	10.8%	8.7%	7.0%	11.6%	11.4%	4.4%	17.5%	1.1%
Net Diff.	61.4%	67.4%	59.1%	68.9%	50.6%	69.1%	63.4%	77.2%	59.2%	76.3%	45.1%	80.4%	32.8%	71.9%	53.8%	78.3%	35.4%	67.4%	63.0%	64.8%	65.4%
Mean	3.36	3.42	3.28	3.47	3.17	3.42	3.45	3.63	3.38	3.55	3.14	3.61	3.06	3.48	3.20	3.59	2.96	3.36	3.45	3.45	3.45



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON	
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:
										MALE	FEMALE	WHITE	NON-WHITE	AFRICAN-AMER.	LIFE	CHOICE	LIFE	CHOICE	LIFE	CHOICE	LIFE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35		
SUPPORT	76.4%	84.8%	83.9%	90.1%	83.0%	66.0%	70.8%	60.4%	65.0%	87.0%	60.1%	82.6%	70.0%	83.7%	61.7%	88.7%	74.3%	84.0%	76.2%		
Strongly	53.2%	62.8%	54.4%	61.3%	66.3%	41.8%	47.2%	32.6%	42.0%	67.9%	41.6%	57.7%	42.0%	63.2%	31.5%	60.4%	61.2%	60.8%	63.4%		
Somewhat	23.2%	22.0%	29.6%	28.9%	16.7%	24.2%	23.6%	27.8%	23.0%	19.1%	18.5%	24.9%	28.0%	20.5%	30.1%	28.3%	13.1%	23.2%	12.8%		
OPPOSE	15.0%	7.4%	7.5%	2.8%	9.2%	24.9%	19.2%	34.5%	24.7%	6.8%	31.3%	8.0%	20.7%	8.1%	28.0%	4.9%	19.0%	7.0%	19.4%		
Somewhat	9.3%	5.5%	5.9%	-	7.5%	15.1%	14.8%	23.9%	11.3%	5.0%	19.5%	6.0%	12.1%	6.1%	15.4%	3.4%	14.4%	4.8%	13.8%		
Strongly	5.7%	1.9%	1.6%	2.8%	1.7%	9.8%	4.5%	10.6%	13.4%	1.8%	11.8%	2.0%	8.5%	2.0%	12.6%	1.5%	4.6%	2.2%	5.7%		
DK/REFUSED	8.6%	7.8%	8.6%	7.1%	7.8%	9.1%	10.0%	5.0%	10.2%	6.2%	8.7%	9.4%	9.3%	8.2%	10.3%	6.4%	6.7%	9.0%	4.4%		
Net Diff.	61.4%	77.4%	76.5%	87.4%	73.8%	41.1%	51.6%	25.9%	40.3%	80.2%	28.8%	74.6%	49.3%	75.7%	33.6%	83.8%	55.3%	77.0%	56.7%		
Mean	3.36	3.58	3.50	3.60	3.60	3.08	3.26	2.87	3.04	3.63	2.98	3.53	3.14	3.58	2.90	3.58	3.40	3.57	3.40		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African 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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
SUPPORT	76.4%	75.3%	79.1%	79.7%	79.7%	76.3%	69.5%	76.8%	74.1%	75.2%	61.6%	77.4%	100.0%	74.0%	82.3%	82.3%	90.1%	71.5%	64.6%		
Strongly	53.2%	50.7%	59.5%	61.7%	48.3%	64.7%	42.9%	56.8%	60.6%	58.9%	59.0%	72.3%	-	45.3%	58.8%	63.3%	42.1%	32.8%	49.8%		
Somewhat	23.2%	24.6%	19.6%	18.0%	31.4%	11.6%	26.6%	20.0%	13.4%	16.3%	2.6%	5.2%	100.0%	28.7%	23.5%	18.9%	47.9%	38.7%	14.7%		
OPPOSE	15.0%	15.5%	13.8%	14.0%	16.6%	12.9%	-	16.2%	19.5%	18.2%	32.3%	15.9%	-	14.9%	10.2%	11.6%	7.6%	-	-		
Somewhat	9.3%	9.4%	9.1%	9.9%	4.8%	12.9%	-	10.5%	10.4%	11.1%	-	15.9%	-	8.5%	8.3%	9.2%	7.6%	-	-		
Strongly	5.7%	6.1%	4.7%	4.1%	11.8%	-	-	5.6%	9.1%	7.1%	32.3%	-	-	6.4%	1.9%	2.5%	-	-	-		
DK/REFUSED	8.6%	9.2%	7.1%	6.3%	3.7%	10.8%	30.5%	7.0%	6.5%	6.6%	6.1%	6.7%	-	11.1%	7.4%	6.1%	2.3%	28.5%	35.4%		
Net Diff.	61.4%	59.8%	65.3%	65.7%	63.1%	63.4%	69.5%	60.7%	54.6%	56.9%	29.2%	61.5%	100.0%	59.1%	72.1%	70.6%	82.5%	71.5%	64.6%		
Mean	3.36	3.32	3.44	3.47	3.21	3.58	3.62	3.38	3.34	3.36	2.94	3.60	3.00	3.27	3.50	3.52	3.35	3.46	3.77		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	76.4%	68.9%	79.8%	78.0%	73.1%	78.3%	75.3%	76.8%	76.6%	75.8%	75.8%	78.3%	71.7%	78.2%	75.4%	77.4%	76.6%	74.7%
Strongly	53.2%	49.6%	60.9%	58.8%	46.8%	46.9%	56.2%	52.0%	57.5%	46.9%	54.9%	46.9%	57.5%	57.8%	62.6%	50.1%	60.7%	47.5%
Somewhat	23.2%	19.3%	18.9%	19.1%	26.3%	31.4%	19.1%	24.7%	19.1%	29.0%	20.8%	31.4%	14.2%	20.4%	12.8%	27.3%	15.9%	27.2%
OPPOSE	15.0%	21.3%	11.3%	16.1%	18.4%	10.0%	15.5%	14.9%	15.8%	14.0%	16.4%	10.0%	20.4%	15.4%	19.5%	13.0%	17.9%	13.6%
Somewhat	9.3%	11.6%	5.9%	12.0%	11.2%	5.5%	8.3%	9.8%	10.2%	8.2%	10.4%	5.5%	11.6%	10.0%	12.8%	7.0%	11.0%	9.0%
Strongly	5.7%	9.7%	5.5%	4.1%	7.2%	4.5%	7.3%	5.1%	5.7%	5.8%	6.0%	4.5%	8.8%	5.4%	6.7%	6.0%	7.0%	4.6%
DK/REFUSED	8.6%	9.8%	8.8%	5.9%	8.5%	11.7%	9.2%	8.3%	7.5%	10.2%	7.8%	11.7%	7.8%	6.4%	5.1%	9.6%	5.4%	11.7%
Net Diff.	61.4%	47.6%	68.5%	61.9%	54.7%	68.3%	59.7%	61.9%	60.8%	61.8%	59.3%	68.3%	51.3%	62.8%	55.9%	64.4%	58.7%	61.1%
Mean	3.36	3.21	3.48	3.41	3.23	3.37	3.37	3.35	3.39	3.30	3.35	3.37	3.31	3.40	3.38	3.34	3.38	3.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
SUPPORT	76.4%	78.5%	75.6%	77.7%	74.6%	75.1%	81.7%	76.2%	76.6%	72.5%	75.1%	81.8%	88.6%	87.6%	85.6%	75.0%	69.9%
Strongly	53.2%	54.9%	47.5%	53.2%	44.3%	50.4%	46.3%	57.7%	49.5%	46.1%	57.7%	56.1%	45.9%	66.8%	61.0%	54.8%	45.3%
Somewhat	23.2%	23.6%	28.1%	24.5%	30.3%	24.8%	35.4%	18.5%	27.1%	26.4%	17.4%	25.7%	42.7%	20.8%	24.6%	20.2%	24.6%
OPPOSE	15.0%	11.0%	14.5%	12.7%	14.8%	15.2%	6.7%	16.9%	13.5%	18.8%	16.3%	9.9%	11.4%	12.0%	6.8%	16.4%	18.0%
Somewhat	9.3%	5.1%	9.7%	7.9%	9.2%	10.0%	2.3%	10.5%	8.4%	9.0%	11.3%	7.8%	11.4%	9.3%	4.7%	8.9%	10.9%
Strongly	5.7%	5.8%	4.8%	4.8%	5.6%	5.3%	4.4%	6.4%	5.1%	9.9%	5.0%	2.1%	-	2.7%	2.1%	7.5%	7.1%
DK/REFUSED	8.6%	10.5%	9.8%	9.6%	10.6%	9.6%	11.6%	6.9%	9.9%	8.7%	8.6%	8.4%	-	0.4%	7.6%	8.6%	12.1%
Net Diff.	61.4%	67.6%	61.1%	65.0%	59.8%	59.9%	75.0%	59.2%	63.2%	53.6%	58.9%	71.9%	77.2%	75.5%	78.9%	58.7%	51.9%
Mean	3.36	3.43	3.31	3.40	3.27	3.33	3.40	3.37	3.34	3.19	3.40	3.48	3.35	3.52	3.56	3.34	3.23

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/ EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	105	70	51	41	33	37	27	22	5	5	27	2	25
SUPPORT	76.4%	90.8%	71.3%	64.4%	70.0%	68.0%	91.2%	84.0%	86.8%	70.2%	58.1%	55.8%	59.0%	55.5%
Strongly	53.2%	67.0%	50.0%	45.1%	43.2%	41.1%	72.3%	63.9%	64.4%	61.3%	49.4%	35.8%	-	38.9%
Somewhat	23.2%	23.8%	21.3%	19.3%	26.8%	26.9%	18.9%	20.1%	22.4%	8.8%	8.7%	20.0%	59.0%	16.5%
OPPOSE	15.0%	4.6%	19.0%	22.7%	22.5%	18.8%	5.9%	4.5%	5.4%	-	23.1%	25.0%	-	27.2%
Somewhat	9.3%	2.9%	12.0%	17.0%	12.7%	8.3%	2.4%	2.4%	2.9%	-	23.1%	14.8%	-	16.1%
Strongly	5.7%	1.7%	7.0%	5.7%	9.8%	10.6%	3.6%	2.1%	2.5%	-	-	10.2%	-	11.1%
DK/REFUSED	8.6%	4.7%	9.7%	13.0%	7.6%	13.2%	2.9%	11.5%	7.8%	29.8%	18.7%	19.3%	41.0%	17.4%
Net Diff.	61.4%	86.2%	52.3%	41.7%	47.5%	49.2%	85.3%	79.5%	81.4%	70.2%	35.0%	30.8%	59.0%	28.3%
Mean	3.36	3.64	3.27	3.19	3.12	3.13	3.65	3.65	3.61	3.87	3.32	3.01	3.00	3.01

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	59.3%	64.8%	60.3%	45.8%	59.3%	59.5%	63.1%	52.7%	30.2%	29.6%	47.4%	96.2%	96.0%	100.0%	60.5%
Strongly	42.5%	46.3%	40.3%	39.7%	42.2%	45.1%	51.8%	32.5%	13.5%	13.1%	25.1%	80.0%	80.5%	72.6%	40.1%
Somewhat	16.8%	18.5%	19.9%	6.1%	17.1%	14.4%	11.3%	20.2%	16.7%	16.5%	22.4%	16.2%	15.5%	27.4%	20.3%
OPPOSE	33.9%	29.6%	32.1%	46.7%	34.8%	27.7%	26.6%	29.9%	59.1%	60.4%	23.3%	2.1%	2.2%	-	31.5%
Somewhat	15.1%	13.3%	13.3%	22.9%	15.4%	13.5%	9.0%	21.8%	26.3%	26.5%	23.3%	0.8%	0.9%	-	14.9%
Strongly	18.8%	16.3%	18.8%	23.8%	19.4%	14.3%	17.5%	8.1%	32.8%	34.0%	-	1.2%	1.3%	-	16.6%
DK/REFUSED	6.8%	5.6%	7.6%	7.5%	5.9%	12.8%	10.4%	17.4%	10.6%	10.0%	29.2%	1.7%	1.8%	-	8.0%
Net Diff.	25.4%	35.3%	28.2%	-1.0%	24.5%	31.7%	36.5%	22.8%	-28.9%	-30.8%	24.1%	94.2%	93.8%	100.0%	29.0%
Mean	2.89	3.00	2.89	2.67	2.87	3.04	3.09	2.93	2.12	2.10	3.02	3.78	3.78	3.73	2.91

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	59.3%	38.6%	93.8%	62.9%	56.6%	85.4%	26.3%	65.4%	54.4%	55.9%	92.0%	61.8%	62.9%
Strongly	42.5%	22.2%	78.8%	40.8%	42.4%	73.7%	12.3%	40.3%	39.0%	37.2%	92.0%	50.4%	44.8%
Somewhat	16.8%	16.4%	15.0%	22.1%	14.2%	11.7%	14.0%	25.2%	15.4%	18.7%	-	11.4%	18.0%
OPPOSE	33.9%	57.6%	5.6%	25.2%	36.2%	13.3%	71.3%	23.2%	38.3%	37.6%	-	35.9%	30.3%
Somewhat	15.1%	29.3%	-	10.2%	15.7%	4.8%	40.4%	10.8%	15.8%	18.2%	-	19.1%	15.0%
Strongly	18.8%	28.3%	5.6%	15.0%	20.5%	8.4%	30.9%	12.5%	22.4%	19.4%	-	16.8%	15.3%
DK/REFUSED	6.8%	3.8%	0.7%	11.9%	7.2%	1.4%	2.4%	11.4%	7.3%	6.5%	8.0%	2.3%	6.8%
Net Diff.	25.4%	-19.0%	88.2%	37.7%	20.5%	72.1%	-45.0%	42.2%	16.1%	18.3%	92.0%	25.9%	32.6%
Mean	2.89	2.34	3.68	3.01	2.85	3.53	2.08	3.05	2.77	2.79	4.00	2.98	2.99

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
SUPPORT	59.3%	45.4%	82.5%	61.7%	65.5%	87.0%	78.9%	42.5%	30.4%	29.1%	71.1%	92.8%	92.6%	96.3%	88.6%
Strongly	42.5%	28.9%	74.3%	39.1%	51.1%	64.6%	68.2%	18.4%	13.2%	12.7%	30.3%	77.4%	78.3%	51.6%	60.3%
Somewhat	16.8%	16.5%	8.2%	22.6%	14.4%	22.3%	10.7%	24.1%	17.2%	16.4%	40.8%	15.4%	14.3%	44.8%	28.3%
OPPOSE	33.9%	46.0%	13.8%	36.0%	25.4%	9.4%	12.4%	41.2%	59.3%	60.2%	28.9%	4.7%	4.7%	3.7%	5.8%
Somewhat	15.1%	20.9%	9.2%	14.2%	11.9%	6.1%	4.5%	11.2%	26.1%	26.3%	18.8%	2.3%	2.2%	3.7%	5.8%
Strongly	18.8%	25.0%	4.5%	21.9%	13.6%	3.3%	7.9%	30.1%	33.2%	33.9%	10.1%	2.4%	2.5%	-	-
DK/REFUSED	6.8%	8.6%	3.8%	2.3%	9.0%	3.7%	8.7%	16.3%	10.3%	10.7%	-	2.5%	2.6%	-	5.6%
Net Diff.	25.4%	-0.6%	68.7%	25.6%	40.1%	77.6%	66.5%	1.3%	-28.9%	-31.1%	42.2%	88.0%	87.9%	92.6%	82.8%
Mean	2.89	2.54	3.58	2.81	3.13	3.54	3.52	2.37	2.12	2.09	2.91	3.72	3.73	3.48	3.58



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE-CIDED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	59.3%	30.6%	31.2%	17.0%	95.0%	95.1%	91.5%	63.5%	32.3%	84.5%
Strongly	42.5%	13.7%	14.2%	-	78.6%	80.8%	32.4%	45.5%	16.6%	68.3%
Somewhat	16.8%	16.9%	16.9%	17.0%	16.3%	14.3%	59.1%	18.0%	15.7%	16.2%
OPPOSE	33.9%	59.9%	60.4%	48.2%	2.3%	2.0%	8.5%	25.5%	64.4%	7.9%
Somewhat	15.1%	27.5%	27.7%	24.1%	1.2%	0.8%	8.5%	3.0%	32.5%	7.9%
Strongly	18.8%	32.4%	32.7%	24.1%	1.1%	1.1%	-	22.5%	32.0%	-
DK/REFUSED	6.8%	9.5%	8.5%	34.8%	2.8%	2.9%	-	11.1%	3.3%	7.6%
Net Diff.	25.4%	-29.3%	-29.2%	-31.2%	92.7%	93.2%	82.9%	38.0%	-32.1%	76.6%
Mean	2.89	2.13	2.14	1.89	3.77	3.80	3.24	2.97	2.18	3.65

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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								
	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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-						
SUPPORT	59.3%	66.3%	34.4%	61.3%	51.5%	53.6%	68.5%	56.0%	77.1%	100.0%	-	-	-	65.8%	-	34.7%	89.5%	58.7%	56.4%	69.9%	-						
Strongly	42.5%	49.2%	20.7%	46.6%	36.3%	33.7%	56.8%	37.1%	69.6%	71.7%	-	-	-	47.2%	-	18.7%	73.6%	40.3%	40.2%	40.7%	-						
Somewhat	16.8%	17.2%	13.7%	14.7%	15.1%	19.9%	11.8%	18.9%	7.5%	28.3%	-	-	-	18.6%	-	16.1%	15.9%	18.4%	16.1%	29.2%	-						
OPPOSE	33.9%	27.9%	58.4%	34.2%	39.5%	38.9%	26.2%	37.5%	18.0%	-	100.0%	86.1%	100.0%	29.4%	100.0%	54.5%	7.6%	35.3%	38.1%	22.0%	-						
Somewhat	15.1%	14.5%	17.2%	15.6%	15.7%	18.7%	9.9%	16.4%	9.2%	-	44.6%	41.9%	26.0%	14.3%	26.0%	24.9%	4.7%	13.8%	15.1%	7.6%	-						
Strongly	18.8%	13.4%	41.2%	18.6%	23.8%	20.1%	16.3%	21.1%	8.8%	-	55.4%	44.2%	74.0%	15.1%	74.0%	29.6%	2.9%	21.5%	23.0%	14.4%	-						
DK/REFUSED	6.8%	5.8%	7.2%	4.5%	9.1%	7.5%	5.3%	6.5%	4.9%	-	-	13.9%	-	4.8%	-	10.8%	2.9%	6.0%	5.5%	8.2%	-						
Net Diff.	25.4%	38.4%	-23.9%	27.1%	12.0%	14.7%	42.3%	18.5%	59.2%	100.0%	-100%	-86.1%	-100%	36.4%	-100%	-19.7%	82.0%	23.3%	18.3%	47.9%	-						
Mean	2.89	3.08	2.15	2.94	2.70	2.73	3.15	2.77	3.45	3.72	1.45	1.49	1.26	3.03	1.26	2.27	3.65	2.82	2.78	3.05	-						

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	59.3%	40.8%	86.8%	55.2%	29.3%	90.8%	63.1%	33.3%	87.9%	53.2%	48.3%	91.6%	72.3%	60.1%	94.3%	72.5%
Strongly	42.5%	19.6%	65.4%	37.9%	17.9%	77.3%	43.4%	16.0%	73.3%	36.6%	42.2%	74.1%	49.4%	60.1%	75.7%	47.8%
Somewhat	16.8%	21.2%	21.3%	17.3%	11.4%	13.5%	19.7%	17.3%	14.6%	16.5%	6.1%	17.5%	22.9%	-	18.6%	24.7%
OPPOSE	33.9%	48.3%	8.5%	36.6%	60.0%	7.2%	33.8%	55.6%	11.1%	39.9%	42.3%	3.3%	24.1%	30.6%	3.7%	24.1%
Somewhat	15.1%	23.7%	6.9%	12.5%	26.0%	3.8%	15.4%	25.1%	6.7%	15.5%	19.4%	2.2%	9.6%	9.3%	2.5%	5.4%
Strongly	18.8%	24.6%	1.6%	24.0%	34.0%	3.4%	18.4%	30.6%	4.3%	24.4%	23.0%	1.1%	14.6%	21.3%	1.2%	18.7%
DK/REFUSED	6.8%	10.9%	4.7%	8.2%	10.7%	2.0%	3.1%	11.0%	1.1%	6.9%	9.4%	5.1%	3.6%	9.3%	2.0%	3.4%
Net Diff.	25.4%	-7.6%	78.2%	18.6%	-30.7%	83.6%	29.3%	-22.3%	76.8%	13.3%	6.0%	88.3%	48.2%	29.4%	90.6%	48.4%
Mean	2.89	2.40	3.58	2.75	2.15	3.68	2.91	2.21	3.59	2.70	2.75	3.73	3.11	3.09	3.72	3.05

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 REPUBLIC.	LIBERAL	Very	Some- what	MODERATE	CONSERVATIVE	Some- what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
SUPPORT	59.3%	33.2%	32.9%	94.2%	91.4%	96.4%	78.6%	32.4%	41.7%	23.3%	62.5%	90.9%	84.1%	34.2%	95.9%	74.3%	30.3%	95.9%	74.6%	29.4%	
Strongly	42.5%	12.2%	26.0%	79.3%	79.4%	79.2%	58.8%	14.7%	19.4%	10.1%	33.7%	73.7%	67.0%	11.4%	82.1%	52.4%	18.2%	81.4%	59.2%	11.2%	
Somewhat	16.8%	21.0%	6.8%	14.9%	12.0%	17.1%	19.8%	17.6%	22.2%	13.1%	28.8%	17.2%	17.1%	22.8%	13.8%	21.9%	12.1%	14.4%	15.4%	18.2%	
OPPOSE	33.9%	59.5%	53.8%	3.9%	5.6%	2.6%	18.4%	57.7%	46.2%	69.0%	37.5%	9.1%	13.7%	52.9%	1.3%	22.1%	62.8%	0.9%	24.4%	59.3%	
Somewhat	15.1%	30.5%	19.4%	2.7%	2.9%	2.6%	13.9%	22.6%	24.3%	21.0%	26.8%	5.6%	10.3%	22.5%	1.3%	16.7%	22.7%	-	18.7%	23.4%	
Strongly	18.8%	29.0%	34.4%	1.2%	2.7%	-	4.5%	35.1%	21.9%	47.9%	10.7%	3.5%	3.4%	30.4%	-	5.4%	40.0%	0.9%	5.7%	35.9%	
DK/REFUSED	6.8%	7.2%	13.3%	1.9%	3.0%	1.0%	3.0%	9.9%	12.1%	7.8%	-	-	2.2%	12.8%	2.8%	3.6%	6.9%	3.2%	1.0%	11.2%	
Net Diff.	25.4%	-26.3%	-21.0%	90.4%	85.8%	93.8%	60.2%	-25.4%	-4.5%	-45.7%	25.0%	81.9%	70.4%	-18.7%	94.6%	52.2%	-32.5%	94.9%	50.2%	-29.9%	
Mean	2.89	2.18	2.28	3.76	3.73	3.77	3.37	2.13	2.45	1.84	2.86	3.61	3.51	2.18	3.83	3.26	2.09	3.82	3.29	2.05	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	59.3%	92.0%	87.2%	51.1%	94.3%	91.2%	50.7%	31.5%	92.5%	57.2%	62.5%	59.0%	47.9%	71.1%	44.2%	67.0%	51.4%	74.1%	41.5%	66.4%
Strongly	42.5%	76.3%	58.1%	36.6%	75.9%	61.1%	40.8%	13.6%	77.0%	48.5%	48.0%	41.1%	30.7%	54.8%	24.3%	49.8%	36.6%	58.6%	24.3%	51.7%
Somewhat	16.8%	15.7%	29.1%	14.6%	18.5%	30.1%	9.9%	17.9%	15.5%	8.6%	14.5%	17.9%	17.2%	16.3%	19.9%	17.3%	14.8%	15.5%	17.2%	14.7%
OPPOSE	33.9%	8.0%	5.7%	46.4%	5.7%	4.9%	44.8%	57.6%	5.9%	32.6%	29.4%	34.6%	43.2%	23.5%	44.1%	26.7%	42.4%	21.2%	49.8%	27.0%
Somewhat	15.1%	6.5%	3.7%	15.1%	3.8%	2.4%	8.8%	25.7%	3.0%	11.1%	13.1%	15.3%	15.4%	14.6%	16.1%	16.6%	14.8%	13.0%	17.8%	17.3%
Strongly	18.8%	1.5%	2.1%	31.3%	1.9%	2.4%	35.9%	32.0%	2.9%	21.5%	16.3%	19.4%	27.8%	9.0%	28.0%	10.0%	27.6%	8.1%	32.0%	9.7%
DK/REFUSED	6.8%	-	7.1%	2.5%	-	3.9%	4.5%	10.9%	1.6%	10.2%	8.1%	6.4%	8.9%	5.4%	11.7%	6.3%	6.2%	4.7%	8.7%	6.6%
Net Diff.	25.4%	83.9%	81.4%	4.8%	88.7%	86.3%	5.9%	-26.2%	86.6%	24.5%	33.1%	24.4%	4.7%	47.5%	*	40.4%	9.0%	53.0%	-8.2%	39.4%
Mean	2.89	3.67	3.54	2.58	3.68	3.56	2.58	2.15	3.69	2.94	3.02	2.86	2.56	3.24	2.46	3.14	2.64	3.31	2.37	3.16

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
SUPPORT	59.3%	75.4%	80.2%	82.1%	86.1%	50.1%	81.9%	48.1%	81.3%	52.3%	82.3%	45.9%	77.4%	65.3%	88.6%	72.3%	94.1%	52.8%	65.6%	48.0%	64.2%	
Strongly	42.5%	57.9%	60.8%	65.9%	62.7%	35.8%	60.9%	33.1%	55.4%	38.6%	63.9%	30.8%	57.6%	53.1%	65.7%	60.2%	69.5%	38.4%	46.8%	31.1%	41.6%	
Somewhat	16.8%	17.6%	19.4%	16.2%	23.4%	14.4%	21.1%	14.9%	25.8%	13.8%	18.4%	15.1%	19.8%	12.2%	22.9%	12.1%	24.6%	14.4%	18.8%	16.9%	22.6%	
OPPOSE	33.9%	14.8%	16.7%	12.1%	12.0%	43.4%	14.5%	44.8%	14.1%	41.9%	14.8%	47.1%	19.8%	30.1%	6.8%	24.7%	4.1%	38.3%	29.2%	39.0%	31.0%	
Somewhat	15.1%	3.5%	9.2%	4.5%	4.2%	21.9%	5.1%	24.8%	4.1%	18.8%	5.7%	23.0%	8.4%	17.0%	0.2%	10.0%	-	19.9%	10.4%	22.1%	10.5%	
Strongly	18.8%	11.3%	7.5%	7.6%	7.8%	21.5%	9.4%	20.0%	9.9%	23.1%	9.1%	24.1%	11.4%	13.1%	6.5%	14.7%	4.1%	18.3%	18.8%	16.9%	20.5%	
DK/REFUSED	6.8%	9.7%	3.1%	5.9%	1.8%	6.5%	3.5%	7.2%	4.7%	5.7%	2.9%	7.1%	2.8%	4.6%	4.6%	3.1%	1.8%	8.9%	5.2%	13.1%	4.8%	
Net Diff.	25.4%	60.6%	63.4%	70.0%	74.1%	6.8%	67.4%	3.3%	67.2%	10.4%	67.5%	-1.2%	57.6%	35.2%	81.9%	47.6%	90.0%	14.5%	36.4%	9.0%	33.3%	
Mean	2.89	3.35	3.38	3.49	3.44	2.69	3.38	2.66	3.33	2.72	3.41	2.57	3.27	3.10	3.55	3.21	3.62	2.80	2.99	2.71	2.90	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

12. As you may know, Medicaid is a taxpayer funded program that provides healthcare coverage to low-income people. Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	59.3%	57.1%	66.7%	46.5%	59.0%	77.3%	79.7%	83.0%	86.0%	33.9%	87.5%	34.4%	85.0%	33.4%	89.3%	29.4%	85.1%	53.3%	91.9%	60.3%	95.5%
Strongly	42.5%	44.9%	50.7%	32.6%	39.8%	60.4%	61.5%	62.9%	68.1%	17.0%	69.5%	14.3%	64.8%	19.8%	72.8%	12.2%	67.9%	37.1%	72.5%	48.7%	73.1%
Somewhat	16.8%	12.2%	15.9%	13.9%	19.1%	16.9%	18.2%	20.1%	17.9%	16.9%	17.9%	20.1%	20.1%	13.5%	16.4%	17.2%	17.1%	16.2%	19.4%	11.6%	22.4%
OPPOSE	33.9%	37.6%	27.9%	45.1%	34.3%	11.9%	18.5%	9.1%	13.6%	55.8%	11.2%	52.3%	14.3%	59.6%	9.1%	61.0%	13.2%	33.4%	7.6%	30.1%	4.5%
Somewhat	15.1%	18.0%	10.4%	23.0%	11.8%	6.7%	7.5%	8.7%	1.2%	22.6%	6.9%	18.0%	11.8%	27.5%	3.4%	24.6%	8.1%	12.7%	4.6%	8.1%	2.2%
Strongly	18.8%	19.7%	17.5%	22.0%	22.5%	5.2%	10.9%	0.4%	12.4%	33.2%	4.4%	34.3%	2.4%	32.0%	5.7%	36.4%	5.1%	20.7%	3.0%	22.1%	2.2%
DK/REFUSED	6.8%	5.3%	5.4%	8.5%	6.7%	10.8%	1.9%	7.9%	0.4%	10.2%	1.3%	13.2%	0.7%	7.1%	1.6%	9.6%	1.7%	13.3%	0.5%	9.6%	-
Net Diff.	25.4%	19.5%	38.8%	1.4%	24.6%	65.4%	61.2%	73.9%	72.4%	-21.9%	76.2%	-17.9%	70.7%	-26.2%	80.1%	-31.6%	71.9%	19.8%	84.3%	30.2%	91.0%
Mean	2.89	2.87	3.06	2.62	2.82	3.49	3.33	3.58	3.42	2.20	3.55	2.17	3.48	2.23	3.59	2.06	3.50	2.80	3.62	2.96	3.66

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
SUPPORT	59.3%	38.7%	29.5%	31.6%	44.7%	87.0%	77.9%	87.0%	93.8%	41.9%	81.7%	35.5%	90.5%	31.8%	86.3%	66.6%	88.4%	72.2%	92.1%
Strongly	42.5%	22.9%	26.6%	14.7%	24.8%	70.1%	52.0%	72.4%	82.4%	22.2%	63.0%	23.5%	74.9%	17.1%	68.0%	45.9%	74.1%	54.2%	74.8%
Somewhat	16.8%	15.9%	2.9%	16.9%	19.9%	16.9%	25.9%	14.6%	11.4%	19.7%	18.8%	12.0%	15.7%	14.7%	18.3%	20.7%	14.2%	18.1%	17.3%
OPPOSE	33.9%	52.6%	62.8%	51.6%	49.4%	11.0%	17.6%	13.0%	5.3%	47.1%	18.3%	58.1%	6.2%	59.2%	11.0%	25.7%	11.1%	19.6%	7.9%
Somewhat	15.1%	23.3%	29.1%	23.2%	21.3%	6.1%	11.9%	5.3%	2.1%	16.8%	13.6%	29.9%	1.0%	26.4%	5.8%	9.5%	6.5%	4.3%	3.9%
Strongly	18.8%	29.3%	33.6%	28.4%	28.1%	5.0%	5.7%	7.7%	3.2%	30.3%	4.7%	28.2%	5.2%	32.8%	5.2%	16.2%	4.6%	15.3%	4.0%
DK/REFUSED	6.8%	8.7%	7.7%	16.8%	5.8%	1.9%	4.5%	-	0.9%	11.0%	-	6.4%	3.2%	9.0%	2.7%	7.7%	0.5%	8.2%	-
Net Diff.	25.4%	-13.8%	-33.3%	-20.1%	-4.7%	76.0%	60.3%	73.9%	88.5%	-5.1%	63.5%	-22.6%	84.3%	-27.4%	75.3%	40.9%	77.3%	52.6%	84.2%
Mean	2.89	2.35	2.24	2.21	2.44	3.55	3.30	3.52	3.75	2.38	3.40	2.33	3.66	2.18	3.53	3.04	3.59	3.21	3.63



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
SUPPORT	59.3%	52.3%	78.7%	84.9%	52.0%	65.3%	86.1%	50.3%	75.5%	81.1%	65.1%	66.2%	-	54.1%	80.7%	87.1%	44.5%	61.3%	100.0%
Strongly	42.5%	35.8%	61.0%	66.2%	42.1%	41.8%	73.4%	30.8%	55.0%	59.3%	52.3%	43.9%	-	40.3%	64.8%	70.1%	36.3%	32.8%	85.3%
Somewhat	16.8%	16.5%	17.7%	18.7%	9.9%	23.5%	12.7%	19.4%	20.5%	21.8%	12.8%	22.4%	-	13.8%	15.9%	17.0%	8.2%	28.5%	14.7%
OPPOSE	33.9%	40.3%	16.2%	12.0%	27.3%	34.7%	13.9%	40.5%	18.4%	16.1%	2.6%	33.8%	100.0%	40.1%	14.7%	9.7%	41.5%	38.7%	-
Somewhat	15.1%	17.8%	7.2%	3.9%	15.1%	20.6%	13.9%	17.4%	10.3%	8.8%	2.6%	16.4%	100.0%	18.2%	5.3%	1.2%	22.3%	38.7%	-
Strongly	18.8%	22.5%	8.9%	8.1%	12.2%	14.1%	-	23.1%	8.1%	7.3%	-	17.4%	-	22.0%	9.5%	8.5%	19.2%	-	-
DK/REFUSED	6.8%	7.4%	5.2%	3.1%	20.7%	-	-	9.3%	6.1%	2.7%	32.3%	-	-	5.8%	4.6%	3.2%	14.0%	-	-
Net Diff.	25.4%	12.0%	62.5%	73.0%	24.7%	30.6%	72.2%	9.8%	57.1%	65.0%	62.6%	32.5%	-100%	14.0%	66.0%	77.4%	3.0%	22.7%	100.0%
Mean	2.89	2.71	3.38	3.48	3.03	2.93	3.59	2.64	3.30	3.37	3.73	2.93	2.00	2.77	3.43	3.54	2.72	2.94	3.85

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	59.3%	55.5%	54.5%	62.2%	60.9%	59.0%	54.9%	60.9%	58.6%	59.9%	59.2%	59.0%	45.8%	60.9%	53.7%	60.1%	55.9%	57.0%
Strongly	42.5%	42.3%	40.8%	46.7%	42.2%	38.3%	41.5%	43.0%	44.1%	40.1%	43.7%	38.3%	33.3%	38.0%	36.5%	36.5%	37.6%	32.7%
Somewhat	16.8%	13.2%	13.7%	15.5%	18.7%	20.7%	13.5%	17.9%	14.5%	19.7%	15.5%	20.7%	12.5%	22.9%	17.2%	23.6%	18.3%	24.2%
OPPOSE	33.9%	35.8%	39.5%	32.5%	35.7%	29.4%	37.9%	32.4%	35.2%	32.4%	35.3%	29.4%	46.4%	30.2%	39.4%	28.9%	37.1%	29.1%
Somewhat	15.1%	14.7%	21.5%	12.6%	17.4%	12.2%	18.7%	13.8%	15.5%	14.6%	16.0%	12.2%	25.1%	11.5%	18.8%	10.9%	17.7%	8.9%
Strongly	18.8%	21.1%	18.0%	19.9%	18.3%	17.2%	19.3%	18.7%	19.6%	17.7%	19.3%	17.2%	21.4%	18.7%	20.6%	17.9%	19.4%	20.2%
DK/REFUSED	6.8%	8.7%	6.0%	5.3%	3.4%	11.7%	7.1%	6.7%	6.2%	7.8%	5.5%	11.7%	7.7%	8.9%	6.9%	11.0%	7.0%	13.9%
Net Diff.	25.4%	19.7%	15.0%	29.7%	25.2%	29.6%	17.0%	28.4%	23.5%	27.5%	23.9%	29.6%	-0.6%	30.7%	14.3%	31.2%	18.9%	27.9%
Mean	2.89	2.84	2.82	2.94	2.88	2.91	2.83	2.91	2.89	2.89	2.88	2.91	2.63	2.88	2.75	2.88	2.80	2.81

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
SUPPORT	59.3%	63.4%	60.8%	62.9%	59.7%	61.7%	60.9%	56.2%	61.8%	55.3%	70.8%	51.9%	93.4%	55.3%	60.7%	60.3%	58.6%
Strongly	42.5%	49.0%	46.9%	50.6%	43.0%	48.4%	43.6%	36.5%	47.5%	40.8%	49.0%	37.9%	62.7%	39.9%	38.9%	46.7%	41.7%
Somewhat	16.8%	14.4%	14.0%	12.2%	16.7%	13.3%	17.3%	19.7%	14.4%	14.6%	21.7%	14.0%	30.7%	15.4%	21.7%	13.6%	16.9%
OPPOSE	33.9%	30.0%	34.2%	31.6%	35.1%	33.9%	29.6%	35.3%	32.8%	33.9%	23.5%	44.3%	1.7%	35.0%	35.5%	33.7%	34.2%
Somewhat	15.1%	12.7%	15.5%	12.8%	17.5%	14.6%	15.3%	15.7%	14.6%	13.9%	9.6%	21.9%	1.7%	18.7%	18.1%	15.2%	13.3%
Strongly	18.8%	17.4%	18.6%	18.8%	17.5%	19.3%	14.3%	19.6%	18.1%	20.0%	13.9%	22.4%	-	16.4%	17.4%	18.5%	20.8%
DK/REFUSED	6.8%	6.6%	5.0%	5.6%	5.2%	4.4%	9.6%	8.5%	5.4%	10.8%	5.7%	3.8%	4.9%	9.6%	3.8%	6.0%	7.2%
Net Diff.	25.4%	33.4%	26.7%	31.3%	24.6%	27.8%	31.3%	20.9%	29.1%	21.5%	47.2%	7.7%	91.7%	20.3%	25.2%	26.6%	24.4%
Mean	2.89	3.02	2.94	3.00	2.90	2.95	3.00	2.80	2.96	2.85	3.12	2.70	3.64	2.87	2.85	2.94	2.86

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
SUPPORT	59.3%	54.8%	69.2%	61.6%	65.5%	41.4%	58.2%	32.4%	37.3%	8.8%	62.2%	84.9%	100.0%	83.6%
Strongly	42.5%	34.3%	51.4%	49.8%	50.1%	29.2%	36.0%	14.8%	16.0%	8.8%	54.5%	68.9%	59.0%	69.8%
Somewhat	16.8%	20.5%	17.8%	11.8%	15.3%	12.1%	22.2%	17.6%	21.2%	-	7.7%	16.0%	41.0%	13.8%
OPPOSE	33.9%	38.0%	24.7%	32.8%	29.4%	47.7%	30.0%	65.6%	60.4%	91.2%	36.4%	12.1%	-	13.2%
Somewhat	15.1%	21.0%	7.2%	21.0%	8.1%	12.8%	15.1%	14.5%	11.1%	30.9%	34.8%	7.2%	-	7.8%
Strongly	18.8%	17.0%	17.5%	11.8%	21.3%	34.9%	14.9%	51.2%	49.3%	60.3%	1.6%	5.0%	-	5.4%
DK/REFUSED	6.8%	7.2%	6.1%	5.6%	5.1%	11.0%	11.8%	1.9%	2.3%	-	1.4%	3.0%	-	3.2%
Net Diff.	25.4%	16.8%	44.4%	28.8%	36.1%	-6.3%	28.2%	-33.2%	-23.1%	-82.3%	25.8%	72.7%	100.0%	70.3%
Mean	2.89	2.78	3.10	3.06	2.99	2.40	2.90	1.96	2.04	1.57	3.17	3.53	3.59	3.53

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	122	41	50	31	107	15	9	6	110	107	3	5	5	-	8
SUPPORT	75.6%	78.3%	73.2%	76.0%	74.1%	86.6%	100.0%	66.9%	74.8%	74.2%	100.0%	53.6%	53.6%	-	100.0%
Strongly	42.6%	47.2%	36.5%	46.2%	39.2%	65.9%	87.4%	34.6%	41.8%	41.7%	44.4%	22.8%	22.8%	-	65.8%
Somewhat	33.1%	31.1%	36.6%	29.8%	34.9%	20.6%	12.6%	32.4%	33.1%	32.5%	55.6%	30.7%	30.7%	-	34.2%
OPPOSE	14.6%	12.2%	17.1%	13.6%	16.7%	-	-	-	15.8%	16.2%	-	9.9%	9.9%	-	-
Somewhat	4.5%	7.3%	2.9%	3.5%	5.2%	-	-	-	5.1%	5.2%	-	-	-	-	-
Strongly	10.0%	4.9%	14.2%	10.1%	11.5%	-	-	-	10.7%	11.0%	-	9.9%	9.9%	-	-
DK/REFUSED	9.8%	9.5%	9.7%	10.4%	9.3%	13.4%	-	33.1%	9.3%	9.6%	-	36.5%	36.5%	-	-
Net Diff.	61.1%	66.2%	56.0%	62.4%	57.4%	86.6%	100.0%	66.9%	59.0%	58.0%	100.0%	43.7%	43.7%	-	100.0%
Mean	3.20	3.33	3.06	3.25	3.12	3.76	3.87	3.52	3.17	3.16	3.44	3.05	3.05	-	3.66

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	122	39	2	28	53	7	19	22	74	4	0	20	47
SUPPORT	75.6%	75.9%	48.5%	77.3%	75.8%	98.7%	77.1%	72.5%	74.0%	97.4%	-	81.5%	77.3%
Strongly	42.6%	31.5%	5.6%	42.8%	52.4%	35.0%	51.8%	32.1%	44.0%	41.4%	-	42.3%	39.1%
Somewhat	33.1%	44.4%	43.0%	34.5%	23.4%	63.7%	25.3%	40.4%	30.0%	56.0%	-	39.2%	38.2%
OPPOSE	14.6%	17.1%	46.5%	8.5%	14.5%	1.3%	14.1%	10.8%	17.1%	2.6%	-	10.4%	11.1%
Somewhat	4.5%	7.8%	-	1.8%	3.8%	-	10.4%	2.3%	4.1%	-	-	9.9%	5.4%
Strongly	10.0%	9.3%	46.5%	6.7%	10.6%	1.3%	3.7%	8.5%	13.0%	2.6%	-	0.5%	5.8%
DK/REFUSED	9.8%	7.0%	5.0%	14.2%	9.7%	-	8.8%	16.8%	8.9%	-	100.0%	8.1%	11.6%
Net Diff.	61.1%	58.8%	2.0%	68.8%	61.4%	97.4%	63.0%	61.7%	56.9%	94.8%	-	71.1%	66.2%
Mean	3.20	3.05	2.08	3.32	3.30	3.32	3.37	3.15	3.15	3.36	-	3.34	3.25

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

13. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 3

	TOTAL	IMPORTANT ISSUES							U.S. SENATE BALLOT						
		ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO- NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total Answering	122	70	6	24	11	2	4	5	112	110	1	9	9	0	1
SUPPORT	75.6%	78.3%	84.3%	70.6%	76.6%	51.4%	48.3%	82.1%	76.6%	76.3%	100.0%	64.1%	63.5%	100.0%	72.6%
Strongly	42.6%	40.8%	68.4%	35.7%	36.5%	26.5%	48.3%	82.1%	43.1%	42.8%	68.7%	33.4%	34.0%	-	65.7%
Somewhat	33.1%	37.5%	15.9%	34.9%	40.1%	24.8%	-	-	33.5%	33.5%	31.3%	30.7%	29.4%	100.0%	6.9%
OPPOSE	14.6%	12.8%	8.3%	25.8%	12.6%	20.6%	10.4%	-	14.3%	14.5%	-	19.3%	19.6%	-	-
Somewhat	4.5%	5.2%	8.3%	4.4%	-	20.6%	-	-	4.6%	4.7%	-	4.3%	4.3%	-	-
Strongly	10.0%	7.7%	-	21.4%	12.6%	-	10.4%	-	9.7%	9.8%	-	15.0%	15.3%	-	-
DK/REFUSED	9.8%	8.9%	7.4%	3.7%	10.8%	28.0%	41.3%	17.9%	9.0%	9.2%	-	16.6%	16.9%	-	27.4%
Net Diff.	61.1%	65.5%	76.0%	44.8%	64.0%	30.8%	37.9%	82.1%	62.3%	61.8%	100.0%	44.8%	43.8%	100.0%	72.6%
Mean	3.20	3.22	3.65	2.88	3.13	3.08	3.47	4.00	3.21	3.20	3.69	2.99	2.99	3.00	3.90

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE-CIDED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total Answering	122	109	104	5	6	6	0	7	38	1
SUPPORT	75.6%	77.1%	76.5%	88.5%	67.6%	64.9%	100.0%	59.8%	76.6%	72.6%
Strongly	42.6%	43.9%	43.2%	58.1%	37.5%	40.7%	-	26.1%	32.2%	65.7%
Somewhat	33.1%	33.2%	33.3%	30.4%	30.1%	24.2%	100.0%	33.8%	44.5%	6.9%
OPPOSE	14.6%	14.1%	14.8%	-	7.3%	7.9%	-	29.3%	17.6%	-
Somewhat	4.5%	4.7%	4.9%	-	-	-	-	6.1%	8.0%	-
Strongly	10.0%	9.4%	9.9%	-	7.3%	7.9%	-	23.2%	9.6%	-
DK/REFUSED	9.8%	8.8%	8.7%	11.5%	25.1%	27.2%	-	10.9%	5.7%	27.4%
Net Diff.	61.1%	63.0%	61.7%	88.5%	60.3%	56.9%	100.0%	30.6%	59.0%	72.6%
Mean	3.20	3.22	3.20	3.66	3.31	3.34	3.00	2.70	3.05	3.90



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	122	79	37	51	58	79	35	101	10	-	102	92	18	92	18	73	10	40	35	5	-
SUPPORT	75.6%	79.9%	67.8%	80.0%	75.7%	71.0%	86.2%	76.2%	72.7%	-	78.2%	100.0%	-	100.0%	-	77.1%	83.8%	71.0%	68.6%	88.1%	-
Strongly	42.6%	46.3%	38.6%	45.9%	41.6%	33.0%	61.5%	40.3%	63.1%	-	44.7%	56.3%	-	56.3%	-	42.7%	47.2%	41.1%	37.4%	67.2%	-
Somewhat	33.1%	33.6%	29.3%	34.1%	34.1%	38.0%	24.7%	35.8%	9.6%	-	33.5%	43.7%	-	43.7%	-	34.4%	36.5%	29.8%	31.1%	20.9%	-
OPPOSE	14.6%	11.2%	21.0%	15.8%	13.4%	16.2%	9.8%	16.3%	8.4%	-	17.5%	-	100.0%	-	100.0%	14.4%	4.2%	17.5%	20.0%	-	-
Somewhat	4.5%	4.5%	5.3%	2.9%	5.3%	4.4%	5.8%	5.0%	-	-	5.5%	-	31.2%	-	31.2%	5.0%	-	4.8%	5.5%	-	-
Strongly	10.0%	6.7%	15.6%	12.9%	8.1%	11.8%	3.9%	11.3%	8.4%	-	12.0%	-	68.8%	-	68.8%	9.4%	4.2%	12.7%	14.5%	-	-
DK/REFUSED	9.8%	8.8%	11.2%	4.2%	10.9%	12.8%	4.1%	7.5%	18.9%	-	4.3%	-	-	-	-	8.5%	12.1%	11.5%	11.5%	11.9%	-
Net Diff.	61.1%	68.7%	46.9%	64.2%	62.3%	54.8%	76.4%	59.9%	64.3%	-	60.7%	100.0%	-100%	100.0%	-100%	62.7%	79.6%	53.5%	48.6%	88.1%	-
Mean	3.20	3.31	3.02	3.18	3.23	3.06	3.50	3.14	3.57	-	3.16	3.56	1.31	3.56	1.31	3.21	3.44	3.12	3.03	3.76	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

13. Would you support or oppose expanding the state's Medicaid program if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPU- 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	122	31	4	24	41	6	16	66	6	32	6	3	8	2	2
SUPPORT	75.6%	79.8%	100.0%	69.4%	75.0%	73.4%	73.4%	77.2%	84.6%	75.7%	73.3%	82.2%	51.3%	69.0%	70.9%	44.7%
Strongly	42.6%	53.8%	35.8%	39.1%	34.4%	54.5%	44.2%	43.7%	42.4%	43.2%	25.9%	55.8%	32.6%	45.8%	27.8%	31.2%
Somewhat	33.1%	26.0%	64.2%	30.3%	40.7%	18.9%	29.2%	33.5%	42.2%	32.5%	47.3%	26.4%	18.7%	23.2%	43.1%	13.4%
OPPOSE	14.6%	16.0%	-	16.7%	13.2%	6.8%	18.6%	13.4%	6.5%	12.4%	26.7%	-	38.8%	31.0%	-	43.0%
Somewhat	4.5%	5.0%	-	7.9%	5.0%	-	-	4.8%	-	3.1%	8.1%	-	12.0%	23.4%	-	-
Strongly	10.0%	10.9%	-	8.8%	8.2%	6.8%	18.6%	8.6%	6.5%	9.3%	18.6%	-	26.8%	7.6%	-	43.0%
DK/REFUSED	9.8%	4.2%	-	13.8%	11.8%	19.8%	8.0%	9.4%	8.9%	11.9%	-	17.8%	9.9%	-	29.1%	12.4%
Net Diff.	61.1%	63.9%	100.0%	52.7%	61.9%	66.6%	54.8%	63.8%	78.1%	63.4%	46.6%	82.2%	12.5%	38.1%	70.9%	1.7%
Mean	3.20	3.28	3.36	3.16	3.15	3.51	3.08	3.24	3.32	3.24	2.81	3.68	2.63	3.07	3.39	2.38

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	122	39	26	4	3	2	15	97	41	56	2	2	5	49	2	10	48	2	12	87	
SUPPORT	75.6%	82.7%	64.2%	56.1%	31.8%	100.0%	79.7%	75.8%	77.6%	74.4%	100.0%	59.2%	77.8%	76.0%	52.7%	80.6%	75.5%	47.0%	83.7%	76.6%	
Strongly	42.6%	52.8%	27.8%	31.3%	15.0%	60.6%	38.2%	42.2%	42.0%	42.5%	71.4%	38.9%	20.5%	47.3%	22.8%	46.8%	37.2%	23.0%	39.1%	43.4%	
Somewhat	33.1%	29.9%	36.4%	24.8%	16.7%	39.4%	41.5%	33.5%	35.7%	32.0%	28.6%	20.3%	57.4%	28.8%	29.9%	33.8%	38.3%	24.0%	44.6%	33.2%	
OPPOSE	14.6%	9.8%	25.0%	21.6%	33.6%	-	8.5%	16.1%	13.5%	18.0%	-	40.8%	8.3%	15.8%	-	8.6%	16.3%	-	6.7%	14.3%	
Somewhat	4.5%	1.3%	12.1%	21.6%	33.6%	-	2.7%	4.3%	5.0%	3.9%	-	40.8%	8.3%	4.4%	-	-	4.3%	-	3.4%	4.3%	
Strongly	10.0%	8.5%	12.9%	-	-	-	5.8%	11.7%	8.5%	14.1%	-	-	-	11.4%	-	8.6%	12.1%	-	3.4%	10.0%	
DK/REFUSED	9.8%	7.5%	10.7%	22.3%	34.7%	-	11.8%	8.1%	8.9%	7.6%	-	-	13.8%	8.2%	47.3%	10.8%	8.1%	53.0%	9.6%	9.1%	
Net Diff.	61.1%	72.9%	39.2%	34.6%	-1.8%	100.0%	71.2%	59.7%	64.1%	56.5%	100.0%	18.5%	69.5%	60.2%	52.7%	72.0%	59.2%	47.0%	76.9%	62.3%	
Mean	3.20	3.37	2.89	3.13	2.72	3.61	3.27	3.16	3.22	3.11	3.71	2.98	3.14	3.22	3.43	3.33	3.10	3.49	3.32	3.21	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

	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	122	2	3	10	1	2	5	109	10	1	31	86	71	41	37	20	34	21	64	31
SUPPORT	75.6%	62.8%	63.1%	67.1%	100.0%	36.2%	58.2%	76.5%	70.4%	81.5%	72.6%	75.8%	79.0%	70.9%	80.7%	69.5%	77.1%	72.3%	78.5%	76.9%
Strongly	42.6%	37.4%	34.6%	28.3%	66.8%	8.3%	37.1%	42.5%	45.0%	35.9%	32.7%	44.1%	42.2%	39.9%	48.2%	40.2%	35.8%	39.5%	40.1%	44.5%
Somewhat	33.1%	25.4%	28.5%	38.8%	33.2%	27.9%	21.1%	34.0%	25.4%	45.6%	40.0%	31.7%	36.8%	31.0%	32.5%	29.3%	41.4%	32.7%	38.4%	32.3%
OPPOSE	14.6%	37.2%	16.1%	32.9%	-	27.9%	41.8%	13.4%	25.6%	12.6%	12.1%	16.1%	11.6%	19.9%	14.1%	16.9%	9.0%	22.8%	12.0%	13.1%
Somewhat	4.5%	37.2%	-	5.0%	-	-	9.2%	3.9%	13.0%	-	4.2%	4.9%	2.1%	10.0%	4.0%	9.9%	-	10.0%	2.3%	8.5%
Strongly	10.0%	-	16.1%	27.9%	-	27.9%	32.7%	9.6%	12.6%	12.6%	7.8%	11.2%	9.6%	9.9%	10.1%	6.9%	9.0%	12.8%	9.7%	4.6%
DK/REFUSED	9.8%	-	20.8%	-	-	36.0%	-	10.1%	4.0%	5.9%	15.3%	8.1%	9.4%	9.2%	5.2%	13.6%	13.9%	4.9%	9.5%	10.0%
Net Diff.	61.1%	25.6%	46.9%	34.1%	100.0%	8.3%	16.3%	63.0%	44.8%	69.0%	60.6%	59.7%	67.3%	51.1%	66.6%	52.6%	68.1%	49.5%	66.5%	63.8%
Mean	3.20	3.00	3.03	2.67	3.67	2.26	2.63	3.22	3.07	3.11	3.15	3.18	3.23	3.11	3.25	3.19	3.21	3.04	3.20	3.30

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	122	6	9	4	5	73	19	39	7	34	12	61	14	12	5	7	2	62	56	32	25	
SUPPORT	75.6%	81.3%	51.3%	67.7%	41.7%	76.7%	76.1%	75.2%	93.9%	78.4%	65.5%	79.8%	75.5%	59.6%	77.8%	56.4%	46.4%	71.3%	80.2%	73.3%	80.2%	
Strongly	42.6%	57.2%	24.6%	42.2%	31.8%	48.1%	22.7%	51.3%	25.5%	44.3%	21.0%	51.2%	12.2%	29.2%	53.6%	39.6%	23.5%	50.4%	31.7%	50.2%	39.4%	
Somewhat	33.1%	24.1%	26.7%	25.4%	9.9%	28.7%	53.4%	23.9%	68.4%	34.1%	44.5%	28.6%	63.3%	30.5%	24.2%	16.8%	22.9%	20.9%	48.6%	23.1%	40.8%	
OPPOSE	14.6%	9.6%	42.2%	16.5%	45.1%	16.3%	10.1%	17.4%	6.1%	15.1%	12.4%	12.8%	10.3%	35.3%	9.5%	34.5%	22.8%	15.1%	14.9%	13.7%	18.1%	
Somewhat	4.5%	-	14.9%	-	10.7%	4.7%	5.4%	8.9%	-	-	8.6%	3.4%	7.2%	12.0%	-	7.6%	-	5.1%	4.2%	6.6%	5.2%	
Strongly	10.0%	9.6%	27.2%	16.5%	34.4%	11.6%	4.7%	8.6%	6.1%	15.1%	3.8%	9.4%	3.1%	23.3%	9.5%	26.9%	22.8%	10.0%	10.7%	7.1%	12.8%	
DK/REFUSED	9.8%	9.1%	6.5%	15.8%	13.3%	7.0%	13.8%	7.4%	-	6.5%	22.1%	7.4%	14.2%	5.0%	12.8%	9.0%	30.8%	13.6%	4.9%	13.0%	1.7%	
Net Diff.	61.1%	71.7%	9.1%	51.1%	-3.4%	60.4%	66.0%	57.8%	87.7%	63.4%	53.1%	66.9%	65.2%	24.3%	68.3%	21.9%	23.6%	56.2%	65.4%	59.6%	62.1%	
Mean	3.20	3.42	2.52	3.11	2.45	3.22	3.09	3.27	3.13	3.15	3.06	3.31	2.99	2.69	3.40	2.76	2.68	3.29	3.06	3.34	3.09	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	122	30	31	55	46	6	11	4	5	93	18	48	9	46	9	80	14	13	4	7	2
SUPPORT	75.6%	69.2%	80.3%	70.7%	84.7%	73.4%	61.5%	53.6%	58.6%	75.0%	77.9%	75.3%	78.5%	74.7%	77.4%	76.4%	81.3%	65.4%	66.5%	51.0%	75.0%
Strongly	42.6%	50.6%	25.3%	49.1%	33.8%	56.2%	22.7%	40.2%	29.5%	41.7%	37.3%	49.2%	22.9%	33.8%	51.3%	41.4%	43.4%	40.5%	16.7%	34.9%	24.9%
Somewhat	33.1%	18.6%	55.0%	21.6%	50.9%	17.2%	38.8%	13.4%	29.1%	33.4%	40.6%	26.2%	55.5%	40.9%	26.1%	35.0%	37.9%	24.9%	49.8%	16.1%	50.1%
OPPOSE	14.6%	16.6%	12.3%	16.1%	9.3%	7.7%	38.5%	13.5%	41.4%	14.5%	13.2%	14.9%	21.5%	14.1%	5.0%	12.9%	7.2%	25.2%	33.5%	31.9%	25.0%
Somewhat	4.5%	3.4%	3.4%	4.9%	3.2%	7.7%	8.6%	13.5%	-	3.2%	8.3%	4.2%	16.9%	2.3%	-	3.2%	4.2%	3.9%	22.4%	7.0%	-
Strongly	10.0%	13.2%	8.9%	11.3%	6.2%	-	29.9%	-	41.4%	11.3%	4.9%	10.8%	4.7%	11.9%	5.0%	9.8%	3.0%	21.3%	11.1%	24.9%	25.0%
DK/REFUSED	9.8%	14.2%	7.4%	13.1%	6.0%	18.9%	-	32.9%	-	10.4%	8.9%	9.7%	-	11.2%	17.5%	10.7%	11.5%	9.4%	-	17.1%	-
Net Diff.	61.1%	52.6%	68.0%	54.6%	75.3%	65.6%	23.0%	40.2%	17.2%	60.5%	64.7%	60.4%	56.9%	60.6%	72.4%	63.4%	74.2%	40.2%	33.0%	19.0%	50.0%
Mean	3.20	3.24	3.04	3.25	3.19	3.60	2.54	3.40	2.47	3.18	3.21	3.26	2.97	3.09	3.50	3.21	3.38	2.93	2.72	2.74	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
TotalAnswering	122	96	22	25	50	16	9	3	4	46	9	50	7	85	11	11	5	6	3	
SUPPORT	75.6%	75.0%	60.9%	80.8%	78.2%	79.6%	89.2%	60.6%	72.5%	74.5%	79.1%	75.4%	80.2%	76.8%	82.7%	58.4%	72.8%	44.5%	83.6%	
Strongly	42.6%	42.0%	30.1%	39.6%	48.3%	32.3%	25.8%	42.7%	39.3%	46.0%	32.5%	38.4%	32.0%	43.2%	32.2%	28.5%	32.4%	26.4%	50.7%	
Somewhat	33.1%	33.0%	30.8%	41.2%	29.9%	47.3%	63.4%	17.9%	33.1%	28.5%	46.7%	37.0%	48.2%	33.6%	50.5%	30.0%	40.4%	18.2%	32.9%	
OPPOSE	14.6%	14.1%	23.5%	11.2%	11.3%	17.2%	10.8%	39.4%	12.9%	15.4%	20.9%	12.8%	12.5%	12.1%	12.7%	30.3%	27.2%	36.1%	16.4%	
Somewhat	4.5%	3.1%	7.2%	1.6%	2.1%	9.2%	6.2%	27.1%	-	4.3%	16.3%	2.0%	-	3.0%	5.1%	4.6%	18.1%	7.9%	-	
Strongly	10.0%	10.9%	16.3%	9.6%	9.3%	8.0%	4.6%	12.3%	12.9%	11.1%	4.5%	10.7%	12.5%	9.2%	7.5%	25.6%	9.0%	28.2%	16.4%	
DK/REFUSED	9.8%	11.0%	15.6%	8.0%	10.4%	3.2%	-	-	14.7%	10.1%	-	11.8%	7.3%	11.0%	4.7%	11.3%	-	19.3%	-	
Net Diff.	61.1%	60.9%	37.4%	69.6%	66.9%	62.4%	78.5%	21.2%	59.6%	59.0%	58.3%	62.6%	67.8%	64.7%	70.0%	28.1%	45.6%	8.4%	67.1%	
Mean	3.20	3.19	2.89	3.20	3.31	3.07	3.10	2.91	3.16	3.22	3.07	3.17	3.08	3.25	3.13	2.69	2.96	2.53	3.18	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	122	104	17	9	5	2	0	51	8	4	1	2	0	53	10	5	4	1	-
SUPPORT	75.6%	77.2%	65.3%	56.6%	96.9%	21.3%	100.0%	79.5%	59.5%	69.3%	100.0%	-	100.0%	75.0%	70.1%	46.2%	95.8%	100.0%	-
Strongly	42.6%	43.5%	34.9%	33.9%	54.3%	-	-	47.5%	41.8%	46.7%	92.7%	-	-	39.6%	29.3%	23.4%	40.4%	-	-
Somewhat	33.1%	33.7%	30.4%	22.7%	42.6%	21.3%	100.0%	32.1%	17.7%	22.6%	7.3%	-	100.0%	35.3%	40.8%	22.8%	55.4%	100.0%	-
OPPOSE	14.6%	12.7%	26.7%	30.0%	-	78.7%	-	12.6%	32.9%	16.2%	-	100.0%	-	12.7%	21.7%	41.4%	-	-	-
Somewhat	4.5%	4.0%	8.2%	5.5%	-	38.1%	-	4.0%	18.2%	12.2%	-	48.5%	-	3.9%	-	-	-	-	-
Strongly	10.0%	8.7%	18.5%	24.6%	-	40.5%	-	8.6%	14.7%	4.0%	-	51.5%	-	8.8%	21.7%	41.4%	-	-	-
DK/REFUSED	9.8%	10.1%	8.0%	13.4%	3.1%	-	-	7.9%	7.6%	14.5%	-	-	-	12.3%	8.3%	12.4%	4.2%	-	-
Net Diff.	61.1%	64.5%	38.6%	26.5%	96.9%	-57.3%	100.0%	66.9%	26.6%	53.1%	100.0%	-100%	100.0%	62.2%	48.4%	4.8%	95.8%	100.0%	-
Mean	3.20	3.25	2.89	2.76	3.56	1.81	3.00	3.29	2.94	3.31	3.93	1.48	3.00	3.21	2.85	2.32	3.42	3.00	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	122	16	23	34	22	26	39	83	74	48	96	26	23	36	38	21	46	13
SUPPORT	75.6%	71.1%	71.7%	75.7%	79.3%	78.6%	71.5%	77.6%	73.5%	79.0%	74.8%	78.6%	71.1%	80.5%	71.5%	86.7%	74.0%	86.7%
Strongly	42.6%	46.8%	52.8%	30.9%	48.6%	41.1%	50.3%	38.9%	41.3%	44.6%	43.0%	41.1%	50.9%	44.1%	47.2%	45.8%	50.3%	34.3%
Somewhat	33.1%	24.3%	18.9%	44.8%	30.7%	37.5%	21.2%	38.7%	32.2%	34.4%	31.9%	37.5%	20.2%	36.5%	24.3%	40.8%	23.7%	52.4%
OPPOSE	14.6%	8.3%	23.9%	15.2%	15.9%	8.4%	17.4%	13.2%	16.4%	11.8%	16.3%	8.4%	21.2%	11.5%	21.0%	4.9%	19.7%	-
Somewhat	4.5%	2.5%	6.5%	7.6%	4.6%	-	4.8%	4.4%	6.1%	2.1%	5.8%	-	8.3%	4.3%	9.1%	-	7.6%	-
Strongly	10.0%	5.8%	17.4%	7.6%	11.2%	8.4%	12.6%	8.8%	10.3%	9.7%	10.5%	8.4%	12.9%	7.2%	11.9%	4.9%	12.1%	-
DK/REFUSED	9.8%	20.6%	4.4%	9.1%	4.8%	13.0%	11.1%	9.2%	10.2%	9.2%	8.9%	13.0%	7.8%	7.9%	7.6%	8.4%	6.3%	13.3%
Net Diff.	61.1%	62.9%	47.8%	60.6%	63.5%	70.3%	54.0%	64.4%	57.1%	67.1%	58.6%	70.3%	49.9%	69.0%	50.5%	81.8%	54.3%	86.7%
Mean	3.20	3.41	3.12	3.09	3.23	3.28	3.23	3.19	3.16	3.25	3.18	3.28	3.18	3.27	3.16	3.39	3.20	3.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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:						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	122	17	46	36	27	50	13	59	63	46	29	48	0	21	16	29	55
SUPPORT	75.6%	72.0%	75.4%	75.6%	73.0%	75.6%	70.2%	76.9%	74.5%	78.4%	66.2%	78.8%	100.0%	66.5%	71.5%	76.0%	80.1%
Strongly	42.6%	49.5%	34.9%	35.0%	43.6%	36.3%	48.3%	46.7%	38.7%	42.5%	28.9%	50.9%	74.4%	34.4%	39.1%	47.0%	44.3%
Somewhat	33.1%	22.5%	40.5%	40.6%	29.4%	39.3%	21.9%	30.2%	35.8%	35.9%	37.2%	27.8%	25.6%	32.1%	32.3%	29.0%	35.8%
OPPOSE	14.6%	12.3%	14.5%	11.5%	17.2%	13.1%	17.1%	15.3%	13.9%	10.0%	20.8%	15.1%	-	13.6%	11.8%	18.2%	14.0%
Somewhat	4.5%	-	4.5%	2.9%	3.8%	4.1%	-	5.9%	3.3%	-	4.9%	8.7%	-	4.3%	6.1%	9.1%	1.9%
Strongly	10.0%	12.3%	10.1%	8.6%	13.4%	9.0%	17.1%	9.4%	10.6%	10.0%	15.9%	6.4%	-	9.3%	5.8%	9.1%	12.1%
DK/REFUSED	9.8%	15.7%	10.1%	12.9%	9.8%	11.3%	12.7%	7.9%	11.6%	11.6%	13.0%	6.1%	-	19.9%	16.7%	5.8%	6.0%
Net Diff.	61.1%	59.7%	60.8%	64.1%	55.9%	62.4%	53.1%	61.6%	60.6%	68.3%	45.3%	63.6%	100.0%	53.0%	59.6%	57.8%	66.1%
Mean	3.20	3.30	3.11	3.17	3.15	3.16	3.16	3.24	3.16	3.25	2.91	3.31	3.74	3.14	3.26	3.21	3.19

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	1	2	3	4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total Answering	122	48	22	19	14	19	15	18	14	4	2	4	-	4
SUPPORT	75.6%	77.5%	56.4%	86.7%	75.4%	81.6%	61.0%	78.0%	71.4%	100.0%	96.3%	65.0%	-	65.0%
Strongly	42.6%	44.3%	39.6%	43.5%	40.8%	42.2%	46.0%	35.4%	26.2%	66.1%	27.4%	55.2%	-	55.2%
Somewhat	33.1%	33.2%	16.8%	43.3%	34.7%	39.4%	14.9%	42.6%	45.2%	33.9%	68.9%	9.8%	-	9.8%
OPPOSE	14.6%	12.7%	27.5%	4.5%	17.0%	12.9%	16.0%	22.0%	28.6%	-	-	11.2%	-	11.2%
Somewhat	4.5%	6.2%	12.1%	-	-	-	12.3%	-	-	-	-	-	-	-
Strongly	10.0%	6.5%	15.4%	4.5%	17.0%	12.9%	3.7%	22.0%	28.6%	-	-	11.2%	-	11.2%
DK/REFUSED	9.8%	9.8%	16.1%	8.7%	7.5%	5.5%	23.0%	-	-	-	3.7%	23.7%	-	23.7%
Net Diff.	61.1%	64.8%	28.9%	82.2%	58.4%	68.6%	44.9%	56.0%	42.9%	100.0%	96.3%	53.8%	-	53.8%
Mean	3.20	3.28	2.96	3.38	3.07	3.17	3.34	2.91	2.69	3.66	3.28	3.43	-	3.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
SUPPORT	90.1%	92.4%	89.3%	87.0%	89.4%	94.6%	100.0%	84.3%	82.4%	81.8%	100.0%	98.3%	98.1%	100.0%	100.0%
Strongly	59.9%	62.9%	54.9%	64.7%	58.1%	71.8%	84.1%	48.9%	42.6%	42.4%	48.4%	80.9%	81.4%	72.6%	66.2%
Somewhat	30.2%	29.5%	34.5%	22.3%	31.3%	22.7%	15.9%	35.5%	39.8%	39.4%	51.6%	17.4%	16.7%	27.4%	33.8%
OPPOSE	5.9%	4.3%	6.8%	7.4%	6.8%	-	-	-	11.0%	11.4%	-	0.4%	0.4%	-	-
Somewhat	1.8%	2.6%	1.2%	1.9%	2.1%	-	-	-	3.5%	3.7%	-	-	-	-	-
Strongly	4.1%	1.7%	5.6%	5.5%	4.7%	-	-	-	7.5%	7.8%	-	0.4%	0.4%	-	-
DK/REFUSED	4.0%	3.3%	3.8%	5.6%	3.8%	5.4%	-	15.7%	6.5%	6.8%	-	1.4%	1.5%	-	-
Net Diff.	84.2%	88.1%	82.5%	79.6%	82.6%	94.6%	100.0%	84.3%	71.4%	70.4%	100.0%	97.9%	97.7%	100.0%	100.0%
Mean	3.52	3.59	3.44	3.55	3.49	3.76	3.84	3.58	3.26	3.25	3.48	3.81	3.82	3.73	3.66

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
SUPPORT	90.1%	85.2%	96.8%	91.6%	89.5%	99.8%	83.1%	90.5%	88.1%	98.9%	92.0%	92.9%	91.6%
Strongly	59.9%	41.6%	79.1%	56.7%	65.2%	78.8%	50.5%	51.4%	59.1%	55.5%	92.0%	66.6%	59.3%
Somewhat	30.2%	43.6%	17.7%	34.9%	24.4%	21.0%	32.6%	39.1%	29.1%	43.4%	-	26.4%	32.2%
OPPOSE	5.9%	10.5%	2.9%	3.1%	6.3%	0.2%	10.4%	3.7%	7.8%	1.1%	-	4.0%	4.1%
Somewhat	1.8%	4.8%	-	0.7%	1.7%	-	7.6%	0.8%	1.9%	-	-	3.8%	2.0%
Strongly	4.1%	5.7%	2.9%	2.5%	4.6%	0.2%	2.8%	2.9%	5.9%	1.1%	-	0.2%	2.1%
DK/REFUSED	4.0%	4.3%	0.3%	5.3%	4.2%	-	6.5%	5.8%	4.1%	-	8.0%	3.1%	4.3%
Net Diff.	84.2%	74.7%	93.9%	88.4%	83.2%	99.6%	72.7%	86.8%	80.3%	97.7%	92.0%	89.0%	87.5%
Mean	3.52	3.26	3.74	3.54	3.57	3.78	3.40	3.47	3.47	3.53	4.00	3.64	3.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
SUPPORT	90.1%	88.1%	97.2%	88.7%	91.9%	93.7%	89.1%	89.7%	83.7%	83.2%	100.0%	97.4%	97.3%	100.0%	96.9%
Strongly	59.9%	51.1%	86.2%	52.8%	63.7%	68.1%	78.4%	65.6%	43.2%	43.0%	50.1%	79.8%	80.8%	51.6%	67.8%
Somewhat	30.2%	37.0%	11.0%	36.0%	28.3%	25.6%	10.7%	24.1%	40.5%	40.2%	49.9%	17.6%	16.5%	48.4%	29.1%
OPPOSE	5.9%	7.0%	1.5%	9.9%	4.3%	2.7%	2.2%	-	10.0%	10.3%	-	1.4%	1.4%	-	-
Somewhat	1.8%	2.8%	1.5%	1.7%	-	2.7%	-	-	3.2%	3.3%	-	0.3%	0.3%	-	-
Strongly	4.1%	4.2%	-	8.2%	4.3%	-	2.2%	-	6.8%	7.0%	-	1.1%	1.1%	-	-
DK/REFUSED	4.0%	4.9%	1.3%	1.4%	3.7%	3.7%	8.7%	10.3%	6.3%	6.5%	-	1.2%	1.2%	-	3.1%
Net Diff.	84.2%	81.1%	95.8%	78.8%	87.6%	91.0%	86.9%	89.7%	73.8%	73.0%	100.0%	96.0%	95.9%	100.0%	96.9%
Mean	3.52	3.42	3.86	3.35	3.57	3.68	3.81	3.73	3.28	3.28	3.50	3.78	3.79	3.52	3.70

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
SUPPORT	90.1%	84.1%	83.8%	90.5%	98.4%	98.3%	100.0%	85.3%	84.2%	95.8%
Strongly	59.9%	44.1%	43.9%	48.2%	80.5%	82.8%	32.4%	55.0%	38.4%	78.5%
Somewhat	30.2%	40.0%	39.9%	42.3%	17.9%	15.5%	67.6%	30.3%	45.8%	17.3%
OPPOSE	5.9%	9.8%	10.2%	-	0.4%	0.4%	-	10.7%	11.9%	-
Somewhat	1.8%	3.3%	3.4%	-	-	-	-	2.2%	5.4%	-
Strongly	4.1%	6.5%	6.8%	-	0.4%	0.4%	-	8.5%	6.5%	-
DK/REFUSED	4.0%	6.1%	6.0%	9.5%	1.3%	1.3%	-	4.0%	3.9%	4.2%
Net Diff.	84.2%	74.3%	73.6%	90.5%	98.0%	97.9%	100.0%	74.6%	72.3%	95.8%
Mean	3.52	3.30	3.29	3.53	3.81	3.83	3.32	3.37	3.21	3.82

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
SUPPORT	90.1%	93.2%	78.9%	92.3%	88.2%	86.5%	95.6%	89.5%	93.8%	100.0%	78.2%	100.0%	-	100.0%	-	85.1%	98.3%	88.0%	86.3%	96.4%	-
Strongly	59.9%	64.8%	46.0%	64.3%	56.5%	49.0%	76.1%	54.9%	84.1%	71.7%	44.7%	56.3%	-	66.5%	-	46.6%	78.6%	57.3%	56.6%	60.9%	-
Somewhat	30.2%	28.5%	32.9%	27.9%	31.7%	37.5%	19.5%	34.6%	9.7%	28.3%	33.5%	43.7%	-	33.5%	-	38.5%	19.7%	30.7%	29.7%	35.5%	-
OPPOSE	5.9%	3.8%	13.7%	6.1%	6.5%	7.5%	3.1%	7.2%	1.9%	-	17.5%	-	100.0%	-	100.0%	9.4%	0.4%	7.2%	8.7%	-	-
Somewhat	1.8%	1.5%	3.5%	1.1%	2.6%	2.1%	1.8%	2.2%	-	-	5.5%	-	31.2%	-	31.2%	3.3%	-	2.0%	2.4%	-	-
Strongly	4.1%	2.3%	10.2%	5.0%	3.9%	5.5%	1.2%	5.0%	1.9%	-	12.0%	-	68.8%	-	68.8%	6.1%	0.4%	5.2%	6.3%	-	-
DK/REFUSED	4.0%	3.0%	7.3%	1.6%	5.3%	5.9%	1.3%	3.3%	4.3%	-	4.3%	-	-	-	-	5.6%	1.3%	4.8%	5.0%	3.6%	-
Net Diff.	84.2%	89.5%	65.2%	86.2%	81.7%	79.0%	92.6%	82.3%	91.8%	100.0%	60.7%	100.0%	-100%	100.0%	-100%	75.7%	97.9%	80.8%	77.6%	96.4%	-
Mean	3.52	3.61	3.24	3.54	3.49	3.38	3.73	3.44	3.84	3.72	3.16	3.56	1.31	3.66	1.31	3.33	3.79	3.47	3.44	3.63	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
SUPPORT	90.1%	88.0%	100.0%	86.3%	82.4%	97.5%	90.2%	84.8%	98.1%	88.6%	86.2%	98.5%	86.5%	87.6%	98.3%	84.8%
Strongly	59.9%	51.5%	70.2%	55.4%	42.2%	82.3%	59.7%	45.1%	78.4%	56.8%	55.6%	78.8%	58.5%	78.4%	77.3%	56.4%
Somewhat	30.2%	36.6%	29.8%	30.9%	40.2%	15.3%	30.5%	39.7%	19.7%	31.8%	30.6%	19.7%	28.1%	9.3%	21.0%	28.4%
OPPOSE	5.9%	9.5%	-	7.5%	9.3%	0.6%	6.9%	8.9%	0.8%	5.8%	13.8%	-	10.7%	12.4%	-	11.8%
Somewhat	1.8%	3.0%	-	3.5%	3.5%	-	-	3.2%	-	1.4%	4.2%	-	3.3%	9.3%	-	-
Strongly	4.1%	6.5%	-	4.0%	5.8%	0.6%	6.9%	5.7%	0.8%	4.4%	9.6%	-	7.4%	3.0%	-	11.8%
DK/REFUSED	4.0%	2.5%	-	6.2%	8.3%	1.8%	3.0%	6.3%	1.1%	5.6%	-	1.5%	2.7%	-	1.7%	3.4%
Net Diff.	84.2%	78.6%	100.0%	78.8%	73.0%	96.9%	83.3%	75.9%	97.3%	82.8%	72.4%	98.5%	75.8%	75.3%	98.3%	73.0%
Mean	3.52	3.36	3.70	3.47	3.30	3.83	3.47	3.33	3.78	3.49	3.32	3.80	3.41	3.63	3.79	3.34

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSERVATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPORTER	TRADITIONAL REPUB.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
SUPPORT	90.1%	88.5%	76.0%	97.5%	94.1%	100.0%	95.7%	83.6%	86.9%	80.4%	100.0%	96.3%	96.5%	84.2%	98.1%	95.0%	83.0%	97.8%	95.9%	83.5%	
Strongly	59.9%	47.5%	44.7%	81.1%	80.7%	81.4%	67.0%	43.3%	43.9%	42.7%	60.5%	77.2%	70.3%	42.5%	83.1%	64.4%	44.1%	82.4%	69.1%	41.8%	
Somewhat	30.2%	41.0%	31.3%	16.4%	13.5%	18.6%	28.7%	40.3%	43.1%	37.7%	39.5%	19.1%	26.2%	41.7%	15.0%	30.6%	38.8%	15.4%	26.8%	41.7%	
OPPOSE	5.9%	6.5%	16.8%	1.2%	2.9%	-	1.8%	10.9%	7.9%	13.8%	-	3.7%	1.3%	10.4%	-	2.2%	11.4%	-	1.7%	10.1%	
Somewhat	1.8%	0.8%	8.1%	1.2%	2.9%	-	0.6%	2.9%	2.9%	3.0%	-	3.7%	1.3%	2.9%	-	-	3.0%	-	0.9%	3.0%	
Strongly	4.1%	5.7%	8.7%	-	-	-	1.2%	7.9%	5.0%	10.8%	-	-	-	7.5%	-	2.2%	8.4%	-	0.9%	7.0%	
DK/REFUSED	4.0%	5.0%	7.2%	1.3%	3.0%	-	2.5%	5.5%	5.2%	5.8%	-	-	2.2%	5.4%	1.9%	2.8%	5.7%	2.2%	2.4%	6.4%	
Net Diff.	84.2%	81.9%	59.2%	96.2%	91.2%	100.0%	93.8%	72.8%	79.1%	66.6%	100.0%	92.6%	95.2%	73.9%	98.1%	92.8%	71.6%	97.8%	94.1%	73.4%	
Mean	3.52	3.37	3.21	3.81	3.80	3.81	3.66	3.26	3.33	3.19	3.61	3.74	3.70	3.26	3.85	3.62	3.26	3.84	3.68	3.26	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
SUPPORT	90.1%	97.0%	95.3%	83.9%	100.0%	94.4%	79.4%	83.9%	97.8%	92.1%	89.7%	90.1%	89.0%	91.6%	89.2%	90.0%	88.9%	92.8%	87.4%	92.2%
Strongly	59.9%	79.3%	62.5%	50.4%	79.6%	61.8%	59.1%	42.7%	80.4%	63.9%	60.2%	59.2%	52.7%	66.3%	51.2%	63.0%	54.0%	68.8%	47.7%	66.7%
Somewhat	30.2%	17.7%	32.7%	33.5%	20.4%	32.6%	20.3%	41.2%	17.4%	28.2%	29.5%	30.9%	36.4%	25.3%	38.0%	26.9%	34.9%	24.0%	39.7%	25.6%
OPPOSE	5.9%	3.0%	2.1%	16.1%	-	2.4%	20.6%	9.2%	1.9%	5.4%	4.5%	6.6%	6.1%	5.7%	7.9%	5.6%	4.4%	5.9%	7.0%	4.4%
Somewhat	1.8%	3.0%	-	2.5%	-	-	4.5%	2.7%	1.0%	-	1.6%	2.0%	1.1%	2.9%	2.2%	3.3%	-	2.6%	1.4%	2.8%
Strongly	4.1%	-	2.1%	13.6%	-	2.4%	16.1%	6.6%	0.9%	5.4%	2.9%	4.6%	5.0%	2.9%	5.6%	2.3%	4.4%	3.3%	5.6%	1.6%
DK/REFUSED	4.0%	-	2.7%	-	-	3.2%	-	6.9%	0.3%	2.5%	5.7%	3.3%	4.9%	2.7%	2.9%	4.5%	6.8%	1.3%	5.6%	3.4%
Net Diff.	84.2%	94.0%	93.2%	67.8%	100.0%	92.0%	58.8%	74.7%	95.9%	86.7%	85.2%	83.5%	83.0%	85.8%	81.3%	84.4%	84.5%	87.0%	80.4%	87.8%
Mean	3.52	3.76	3.60	3.21	3.80	3.59	3.22	3.29	3.78	3.55	3.56	3.50	3.44	3.59	3.39	3.58	3.49	3.60	3.37	3.63

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
SUPPORT	90.1%	95.4%	90.4%	94.2%	91.9%	88.4%	95.7%	87.1%	98.9%	89.7%	93.9%	89.0%	94.5%	86.0%	97.5%	87.9%	96.8%	86.5%	93.2%	86.1%	92.9%	
Strongly	59.9%	71.9%	65.6%	73.5%	67.1%	59.7%	65.0%	59.8%	60.2%	59.7%	67.7%	58.5%	60.4%	63.2%	71.8%	71.1%	70.8%	62.2%	57.7%	57.2%	55.7%	
Somewhat	30.2%	23.5%	24.7%	20.7%	24.8%	28.7%	30.7%	27.4%	38.6%	30.0%	26.2%	30.6%	34.1%	22.8%	25.7%	16.8%	26.0%	24.3%	35.5%	28.9%	37.2%	
OPPOSE	5.9%	2.3%	8.4%	3.0%	6.3%	8.1%	1.8%	9.1%	1.1%	7.2%	2.2%	6.9%	2.3%	12.3%	1.1%	9.6%	1.3%	7.1%	5.1%	7.1%	6.5%	
Somewhat	1.8%	-	3.0%	-	1.5%	2.4%	1.0%	4.6%	-	-	1.5%	1.8%	1.6%	4.2%	-	2.1%	-	2.4%	1.4%	3.5%	1.9%	
Strongly	4.1%	2.3%	5.4%	3.0%	4.8%	5.8%	0.8%	4.5%	1.1%	7.2%	0.7%	5.1%	0.7%	8.1%	1.1%	7.5%	1.3%	4.7%	3.7%	3.7%	4.6%	
DK/REFUSED	4.0%	2.2%	1.3%	2.8%	1.8%	3.5%	2.5%	3.8%	-	3.1%	3.9%	4.0%	3.2%	1.7%	1.5%	2.5%	1.8%	6.4%	1.7%	6.7%	0.6%	
Net Diff.	84.2%	93.1%	82.0%	91.2%	85.6%	80.3%	93.9%	78.1%	97.7%	82.6%	91.7%	82.1%	92.1%	73.7%	96.4%	78.3%	95.5%	79.3%	88.1%	79.0%	86.5%	
Mean	3.52	3.69	3.53	3.69	3.57	3.47	3.64	3.48	3.58	3.47	3.67	3.48	3.59	3.44	3.71	3.55	3.69	3.54	3.50	3.50	3.45	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
SUPPORT	90.1%	86.8%	93.4%	84.3%	93.7%	94.0%	92.2%	92.1%	94.2%	83.5%	97.2%	83.8%	96.8%	83.2%	97.6%	83.3%	97.2%	83.8%	97.3%	80.5%	98.9%
Strongly	59.9%	66.6%	59.2%	58.9%	53.7%	73.2%	66.1%	69.7%	72.3%	44.5%	74.2%	46.5%	68.3%	42.4%	78.4%	41.4%	74.4%	56.0%	73.8%	62.6%	74.2%
Somewhat	30.2%	20.2%	34.3%	25.4%	40.0%	20.8%	26.1%	22.4%	22.0%	39.0%	23.0%	37.3%	28.5%	40.8%	19.2%	41.9%	22.8%	27.8%	23.5%	18.0%	24.7%
OPPOSE	5.9%	7.1%	4.1%	8.6%	3.8%	1.8%	7.8%	2.3%	5.8%	9.6%	1.6%	9.8%	3.2%	9.4%	0.5%	9.1%	1.1%	11.8%	2.7%	12.7%	1.1%
Somewhat	1.8%	1.5%	1.1%	2.6%	1.3%	1.8%	1.8%	2.3%	-	2.1%	1.0%	2.7%	2.5%	1.5%	-	2.2%	0.6%	1.8%	1.8%	2.8%	-
Strongly	4.1%	5.6%	3.0%	6.0%	2.5%	-	6.1%	-	5.8%	7.5%	0.6%	7.1%	0.7%	7.9%	0.5%	6.9%	0.4%	10.0%	0.9%	9.9%	1.1%
DK/REFUSED	4.0%	6.1%	2.5%	7.0%	2.5%	4.3%	-	5.6%	-	6.9%	1.1%	6.4%	-	7.4%	1.9%	7.5%	1.7%	4.4%	-	6.8%	-
Net Diff.	84.2%	79.7%	89.3%	75.7%	89.9%	92.2%	84.3%	89.8%	88.4%	73.9%	95.6%	74.1%	93.5%	73.7%	97.0%	74.2%	96.1%	72.1%	94.6%	67.9%	97.8%
Mean	3.52	3.57	3.53	3.48	3.49	3.75	3.52	3.71	3.61	3.29	3.73	3.32	3.64	3.27	3.79	3.27	3.74	3.36	3.70	3.43	3.72

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.					
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
SUPPORT	90.1%	84.7%	72.4%	86.9%	88.0%	97.4%	97.6%	94.9%	98.3%	85.2%	96.2%	84.1%	98.1%	84.2%	97.6%	86.1%	96.8%	84.6%	98.7%
Strongly	59.9%	48.6%	47.8%	41.8%	51.5%	74.3%	57.7%	78.0%	84.8%	48.9%	68.9%	48.3%	77.9%	46.6%	72.4%	55.4%	77.9%	61.5%	78.8%
Somewhat	30.2%	36.1%	24.6%	45.0%	36.5%	23.1%	39.9%	16.9%	13.5%	36.3%	27.3%	35.9%	20.2%	37.6%	25.3%	30.8%	18.9%	23.1%	19.9%
OPPOSE	5.9%	8.6%	16.6%	7.7%	6.3%	2.2%	2.4%	5.1%	0.8%	9.0%	3.8%	8.2%	1.2%	8.3%	1.7%	10.1%	3.2%	10.0%	1.3%
Somewhat	1.8%	1.9%	5.1%	1.1%	1.1%	1.2%	1.4%	3.5%	-	2.5%	3.0%	1.3%	-	2.0%	0.7%	1.5%	2.1%	2.2%	-
Strongly	4.1%	6.7%	11.5%	6.6%	5.1%	1.0%	1.0%	1.6%	0.8%	6.5%	0.8%	6.9%	1.2%	6.3%	1.0%	8.6%	1.1%	7.8%	1.3%
DK/REFUSED	4.0%	6.7%	11.0%	5.5%	5.8%	0.4%	-	-	0.9%	5.9%	-	7.6%	0.7%	7.5%	0.6%	3.8%	-	5.4%	-
Net Diff.	84.2%	76.0%	55.9%	79.2%	81.7%	95.1%	95.2%	89.7%	97.5%	76.2%	92.4%	75.9%	96.9%	75.9%	95.9%	76.0%	93.7%	74.6%	97.4%
Mean	3.52	3.36	3.22	3.29	3.43	3.71	3.54	3.71	3.84	3.36	3.64	3.36	3.76	3.35	3.70	3.38	3.74	3.46	3.76

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
SUPPORT	90.1%	89.1%	92.6%	93.5%	98.5%	72.7%	100.0%	89.8%	90.1%	94.2%	100.0%	66.2%	100.0%	88.5%	94.2%	93.1%	97.7%	100.0%	100.0%		
Strongly	59.9%	56.6%	68.4%	71.3%	68.2%	41.8%	73.4%	54.4%	65.2%	68.1%	84.6%	43.9%	-	58.5%	70.5%	73.1%	58.7%	32.8%	85.3%		
Somewhat	30.2%	32.5%	24.2%	22.1%	30.4%	31.0%	26.6%	35.4%	24.8%	26.1%	15.4%	22.4%	100.0%	30.0%	23.8%	19.9%	39.0%	67.2%	14.7%		
OPPOSE	5.9%	6.0%	5.7%	4.5%	-	27.3%	-	6.3%	8.1%	3.1%	-	33.8%	-	5.8%	4.2%	5.3%	-	-	-		
Somewhat	1.8%	1.9%	1.7%	0.8%	-	13.2%	-	2.0%	4.5%	2.3%	-	16.4%	-	1.8%	-	-	-	-	-		
Strongly	4.1%	4.1%	4.0%	3.7%	-	14.1%	-	4.3%	3.6%	0.8%	-	17.4%	-	4.0%	4.2%	5.3%	-	-	-		
DK/REFUSED	4.0%	4.8%	1.7%	2.0%	1.5%	-	-	3.9%	1.9%	2.7%	-	-	-	5.7%	1.6%	1.6%	2.3%	-	-		
Net Diff.	84.2%	83.1%	86.9%	88.9%	98.5%	45.4%	100.0%	83.5%	82.0%	91.1%	100.0%	32.5%	100.0%	82.7%	90.0%	87.7%	97.7%	100.0%	100.0%		
Mean	3.52	3.49	3.60	3.64	3.69	3.00	3.73	3.46	3.55	3.66	3.85	2.93	3.00	3.52	3.63	3.63	3.60	3.33	3.85		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
SUPPORT	90.1%	87.2%	87.1%	90.8%	91.9%	91.2%	87.1%	91.2%	89.0%	91.6%	89.7%	91.2%	84.3%	92.4%	86.8%	94.7%	88.6%	94.3%
Strongly	59.9%	63.1%	64.8%	58.4%	61.2%	55.2%	64.1%	58.2%	61.2%	58.0%	61.2%	55.2%	60.9%	55.2%	58.4%	54.8%	59.8%	47.5%
Somewhat	30.2%	24.0%	22.3%	32.4%	30.7%	36.1%	23.0%	33.1%	27.8%	33.5%	28.5%	36.1%	23.4%	37.2%	28.4%	39.9%	28.8%	46.8%
OPPOSE	5.9%	3.7%	10.9%	5.7%	6.2%	3.4%	7.9%	5.2%	6.8%	4.7%	6.6%	3.4%	11.5%	4.5%	9.7%	2.0%	8.7%	-
Somewhat	1.8%	1.1%	3.0%	2.9%	1.8%	-	2.2%	1.7%	2.5%	0.9%	2.4%	-	4.5%	1.7%	4.2%	-	3.3%	-
Strongly	4.1%	2.6%	7.9%	2.9%	4.4%	3.4%	5.7%	3.4%	4.2%	3.9%	4.3%	3.4%	7.0%	2.8%	5.5%	2.0%	5.3%	-
DK/REFUSED	4.0%	9.2%	2.0%	3.4%	1.9%	5.3%	5.0%	3.6%	4.2%	3.7%	3.6%	5.3%	4.2%	3.1%	3.5%	3.4%	2.8%	5.7%
Net Diff.	84.2%	83.5%	76.2%	85.1%	85.7%	87.8%	79.3%	86.1%	82.3%	86.8%	83.1%	87.8%	72.9%	87.9%	77.1%	92.7%	79.9%	94.3%
Mean	3.52	3.63	3.47	3.52	3.52	3.51	3.53	3.51	3.52	3.51	3.52	3.51	3.44	3.49	3.45	3.53	3.47	3.50



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
SUPPORT	90.1%	89.8%	90.4%	90.9%	89.1%	90.6%	88.3%	89.9%	90.3%	90.3%	90.1%	89.8%	100.0%	85.0%	88.8%	90.5%	91.7%
Strongly	59.9%	67.1%	60.5%	63.6%	60.5%	62.3%	62.4%	57.0%	62.2%	59.8%	57.5%	62.4%	67.6%	55.3%	54.3%	65.3%	60.0%
Somewhat	30.2%	22.6%	29.8%	27.3%	28.6%	28.3%	25.9%	32.9%	28.0%	30.6%	32.6%	27.4%	32.4%	29.8%	34.5%	25.1%	31.7%
OPPOSE	5.9%	4.5%	5.7%	4.3%	6.9%	5.0%	6.7%	6.7%	5.3%	4.5%	6.1%	7.3%	-	6.1%	4.7%	7.2%	5.8%
Somewhat	1.8%	-	1.7%	1.1%	1.5%	1.6%	-	2.6%	1.3%	-	1.4%	4.2%	-	1.9%	2.4%	3.6%	0.8%
Strongly	4.1%	4.5%	3.9%	3.2%	5.4%	3.4%	6.7%	4.1%	4.1%	4.5%	4.7%	3.1%	-	4.1%	2.3%	3.6%	5.0%
DK/REFUSED	4.0%	5.7%	4.0%	4.8%	4.0%	4.3%	5.0%	3.4%	4.4%	5.2%	3.8%	2.9%	-	8.9%	6.6%	2.3%	2.5%
Net Diff.	84.2%	85.3%	84.7%	86.7%	82.2%	85.6%	81.6%	83.2%	84.9%	85.9%	84.0%	82.5%	100.0%	79.0%	84.1%	83.2%	86.0%
Mean	3.52	3.62	3.53	3.59	3.50	3.56	3.52	3.48	3.55	3.54	3.49	3.54	3.68	3.49	3.51	3.56	3.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Combo: Do you support or oppose expanding the state's Medicaid program to cover more people in North Carolina, if new recipients who were able to work would be required to find employment in order to receive benefits?

BANNER 15

	TOTAL	PRIMARY VOTE FREQUENCY						PRIMARY BALLOT INDICATOR						
		0 OF 4	1 OF 4	2 OF 4	3 OF 4	4 OF 4	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem
Total	300	105	70	51	41	33	37	27	22	5	5	27	2	25
SUPPORT	90.1%	89.8%	86.6%	94.9%	91.5%	89.2%	83.7%	85.1%	82.1%	100.0%	98.6%	94.7%	100.0%	94.2%
Strongly	59.9%	54.3%	63.6%	66.5%	64.2%	54.0%	55.2%	38.7%	32.5%	69.1%	64.8%	77.3%	59.0%	78.9%
Somewhat	30.2%	35.5%	22.9%	28.4%	27.3%	35.2%	28.5%	46.4%	49.6%	30.9%	33.8%	17.5%	41.0%	15.4%
OPPOSE	5.9%	5.8%	8.5%	1.7%	5.9%	7.6%	6.7%	14.9%	17.9%	-	-	1.7%	-	1.8%
Somewhat	1.8%	2.8%	3.7%	-	-	-	5.1%	-	-	-	-	-	-	-
Strongly	4.1%	3.0%	4.8%	1.7%	5.9%	7.6%	1.6%	14.9%	17.9%	-	-	1.7%	-	1.8%
DK/REFUSED	4.0%	4.4%	5.0%	3.3%	2.6%	3.2%	9.6%	-	-	-	1.4%	3.6%	-	3.9%
Net Diff.	84.2%	84.1%	78.1%	93.2%	85.6%	81.6%	77.0%	70.3%	64.2%	100.0%	98.6%	93.0%	100.0%	92.4%
Mean	3.52	3.48	3.53	3.65	3.54	3.40	3.52	3.09	2.97	3.69	3.66	3.77	3.59	3.78

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
MEDICAID BENEFIT COMBO	90.1%	92.4%	89.3%	87.0%	89.4%	94.6%	100.0%	84.3%	82.4%	81.8%	100.0%	98.3%	98.1%	100.0%	100.0%
MEDICAL MARIJUANA	78.3%	88.2%	72.1%	71.6%	79.2%	72.1%	68.1%	79.5%	69.1%	69.3%	63.4%	89.2%	89.7%	82.2%	83.7%
LOWERING STATE TAX RATE	76.4%	76.5%	77.8%	73.1%	76.5%	75.5%	74.7%	77.1%	87.1%	87.1%	86.2%	63.1%	63.1%	64.2%	74.4%
EXPAND MEDICAID PROGRAM	59.3%	64.8%	60.3%	45.8%	59.3%	59.5%	63.1%	52.7%	30.2%	29.6%	47.4%	96.2%	96.0%	100.0%	60.5%
PARENTS SCHOOL CHOICE	56.4%	59.6%	55.8%	51.5%	57.3%	50.3%	37.2%	74.8%	68.1%	68.2%	66.2%	44.6%	43.3%	64.5%	37.7%
LEGALIZE SPORTS BETTING	43.7%	48.5%	38.9%	44.5%	43.5%	45.2%	47.5%	40.8%	39.8%	39.2%	57.0%	47.6%	47.1%	55.4%	50.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
MEDICAID BENEFIT COMBO	90.1%	85.2%	96.8%	91.6%	89.5%	99.8%	83.1%	90.5%	88.1%	98.9%	92.0%	92.9%	91.6%
MEDICAL MARIJUANA	78.3%	69.7%	89.0%	78.6%	79.1%	89.2%	73.7%	79.4%	75.4%	91.2%	100.0%	84.9%	80.6%
LOWERING STATE TAX RATE	76.4%	89.7%	60.8%	79.7%	72.4%	66.8%	90.3%	82.6%	74.6%	71.0%	65.8%	73.8%	79.5%
EXPAND MEDICAID PROGRAM	59.3%	38.6%	93.8%	62.9%	56.6%	85.4%	26.3%	65.4%	54.4%	55.9%	92.0%	61.8%	62.9%
PARENTS SCHOOL CHOICE	56.4%	77.2%	34.5%	61.7%	49.4%	45.2%	76.6%	65.8%	52.8%	58.4%	65.8%	59.4%	62.3%
LEGALIZE SPORTS BETTING	43.7%	40.5%	49.6%	43.8%	43.4%	53.8%	36.7%	43.4%	42.0%	73.8%	65.8%	48.7%	45.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
MEDICAID BENEFIT COMBO	90.1%	88.1%	97.2%	88.7%	91.9%	93.7%	89.1%	89.7%	83.7%	83.2%	100.0%	97.4%	97.3%	100.0%	96.9%
MEDICAL MARIJUANA	78.3%	77.1%	92.0%	74.2%	80.6%	90.4%	79.0%	43.2%	69.1%	69.1%	71.1%	90.3%	89.9%	100.0%	68.4%
LOWERING STATE TAX RATE	76.4%	82.9%	68.6%	82.7%	71.8%	47.8%	62.0%	65.9%	87.1%	86.7%	100.0%	64.0%	63.7%	73.1%	66.8%
EXPAND MEDICAID PROGRAM	59.3%	45.4%	82.5%	61.7%	65.5%	87.0%	78.9%	42.5%	30.4%	29.1%	71.1%	92.8%	92.6%	96.3%	88.6%
PARENTS SCHOOL CHOICE	56.4%	60.8%	36.2%	62.4%	47.3%	57.6%	63.1%	46.1%	67.1%	67.7%	48.3%	43.5%	42.4%	73.1%	53.4%
LEGALIZE SPORTS BETTING	43.7%	42.6%	52.4%	43.7%	45.7%	46.2%	36.5%	31.4%	38.9%	40.1%	-	48.9%	48.0%	71.7%	53.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
MEDICAID BENEFIT COMBO	90.1%	84.1%	83.8%	90.5%	98.4%	98.3%	100.0%	85.3%	84.2%	95.8%
MEDICAL MARIJUANA	78.3%	70.0%	71.2%	41.4%	90.5%	91.0%	80.9%	66.2%	67.6%	82.1%
LOWERING STATE TAX RATE	76.4%	87.4%	86.9%	100.0%	62.6%	61.2%	91.8%	76.4%	92.4%	81.5%
EXPAND MEDICAID PROGRAM	59.3%	30.6%	31.2%	17.0%	95.0%	95.1%	91.5%	63.5%	32.3%	84.5%
PARENTS SCHOOL CHOICE	56.4%	66.6%	67.0%	58.6%	42.8%	42.7%	44.4%	62.0%	79.9%	59.7%
LEGALIZE SPORTS BETTING	43.7%	40.1%	41.1%	16.4%	47.0%	45.2%	84.3%	52.1%	37.4%	62.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
MEDICAID BENEFIT COMBO	90.1%	93.2%	78.9%	92.3%	88.2%	86.5%	95.6%	89.5%	93.8%	100.0%	78.2%	100.0%	-	100.0%	-	85.1%	98.3%	88.0%	86.3%	96.4%	-
MEDICAL MARIJUANA	78.3%	100.0%	-	87.9%	65.9%	76.5%	84.6%	78.2%	88.1%	87.6%	64.4%	68.4%	50.0%	81.0%	50.0%	72.1%	84.9%	79.1%	78.2%	83.0%	-
LOWERING STATE TAX RATE	76.4%	76.3%	76.4%	76.8%	77.7%	88.5%	58.3%	100.0%	-	72.2%	84.5%	83.2%	92.3%	75.9%	92.3%	82.4%	68.1%	77.4%	77.5%	76.8%	-
EXPAND MEDICAID PROGRAM	59.3%	66.3%	34.4%	61.3%	51.5%	53.6%	68.5%	56.0%	77.1%	100.0%	-	-	-	65.8%	-	34.7%	89.5%	58.7%	56.4%	69.9%	-
PARENTS SCHOOL CHOICE	56.4%	55.1%	62.2%	50.2%	64.8%	100.0%	-	65.4%	21.1%	51.0%	64.7%	60.4%	71.5%	54.2%	71.5%	60.7%	45.8%	61.7%	63.1%	54.8%	-
LEGALIZE SPORTS BETTING	43.7%	49.1%	24.5%	100.0%	-	38.8%	47.2%	43.9%	43.6%	45.2%	44.1%	44.0%	45.0%	44.8%	45.0%	38.7%	45.7%	47.6%	48.2%	44.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
MEDICAID BENEFIT COMBO	90.1%	88.0%	100.0%	86.3%	82.4%	97.5%	90.2%	84.8%	98.1%	88.6%	86.2%	98.5%	86.5%	87.6%	98.3%	84.8%
MEDICAL MARIJUANA	78.3%	79.0%	84.2%	82.1%	65.9%	85.3%	75.2%	72.1%	87.1%	83.1%	70.5%	82.3%	69.0%	59.5%	80.4%	64.2%
LOWERING STATE TAX RATE	76.4%	87.2%	59.4%	74.2%	78.2%	72.0%	81.4%	81.6%	64.6%	74.4%	88.7%	72.5%	84.8%	74.8%	77.0%	87.1%
EXPAND MEDICAID PROGRAM	59.3%	40.8%	86.8%	55.2%	29.3%	90.8%	63.1%	33.3%	87.9%	53.2%	48.3%	91.6%	72.3%	60.1%	94.3%	72.5%
PARENTS SCHOOL CHOICE	56.4%	68.9%	29.6%	69.3%	53.4%	53.0%	52.2%	59.6%	42.2%	58.7%	68.0%	50.2%	69.1%	40.1%	54.1%	68.3%
LEGALIZE SPORTS BETTING	43.7%	55.5%	51.6%	52.7%	23.6%	43.1%	41.2%	38.4%	44.0%	41.2%	43.8%	47.7%	63.3%	31.4%	49.6%	69.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY						WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
MEDICAID BENEFIT COMBO	90.1%	88.5%	76.0%	97.5%	94.1%	100.0%	95.7%	83.6%	86.9%	80.4%	100.0%	96.3%	96.5%	84.2%	98.1%	95.0%	83.0%	97.8%	95.9%	83.5%
MEDICAL MARIJUANA	78.3%	75.8%	70.7%	88.9%	88.3%	89.4%	82.5%	69.6%	77.7%	61.6%	26.1%	84.4%	88.7%	76.9%	91.2%	77.6%	61.8%	95.6%	85.4%	70.4%
LOWERING STATE TAX RATE	76.4%	84.8%	77.0%	62.6%	54.4%	68.7%	75.2%	85.3%	88.2%	82.4%	92.3%	59.0%	72.7%	86.1%	64.3%	77.2%	84.3%	57.2%	70.1%	83.9%
EXPAND MEDICAID PROGRAM	59.3%	33.2%	32.9%	94.2%	91.4%	96.4%	78.6%	32.4%	41.7%	23.3%	62.5%	90.9%	84.1%	34.2%	95.9%	74.3%	30.3%	95.9%	74.6%	29.4%
PARENTS SCHOOL CHOICE	56.4%	62.0%	62.6%	41.2%	43.1%	39.7%	51.9%	66.9%	67.0%	66.8%	73.5%	38.8%	46.1%	75.9%	42.4%	56.4%	57.4%	34.5%	45.4%	65.7%
LEGALIZE SPORTS BETTING	43.7%	39.1%	37.0%	48.3%	37.9%	56.2%	47.1%	39.4%	42.5%	36.4%	28.8%	59.3%	61.2%	48.2%	42.8%	36.0%	30.1%	37.3%	44.0%	39.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
MEDICAID BENEFIT COMBO	90.1%	97.0%	95.3%	83.9%	100.0%	94.4%	79.4%	83.9%	97.8%	92.1%	89.7%	90.1%	89.0%	91.6%	89.2%	90.0%	88.9%	92.8%	87.4%	92.2%
MEDICAL MARIJUANA	78.3%	79.6%	76.2%	63.4%	74.2%	79.3%	51.0%	69.7%	89.5%	68.7%	83.9%	75.9%	70.2%	87.4%	73.7%	89.2%	66.9%	86.0%	68.9%	92.6%
LOWERING STATE TAX RATE	76.4%	70.0%	86.1%	93.0%	72.8%	85.6%	87.0%	86.5%	64.1%	80.8%	74.1%	77.3%	78.0%	73.7%	78.0%	73.9%	78.0%	73.6%	76.7%	73.4%
EXPAND MEDICAID PROGRAM	59.3%	92.0%	87.2%	51.1%	94.3%	91.2%	50.7%	31.5%	92.5%	57.2%	62.5%	59.0%	47.9%	71.1%	44.2%	67.0%	51.4%	74.1%	41.5%	66.4%
PARENTS SCHOOL CHOICE	56.4%	50.5%	65.6%	73.2%	50.9%	62.7%	64.4%	66.9%	44.1%	48.0%	57.9%	55.8%	63.3%	49.0%	70.5%	48.7%	56.5%	49.2%	64.8%	43.9%
LEGALIZE SPORTS BETTING	43.7%	63.9%	53.5%	41.8%	64.9%	52.9%	39.2%	39.5%	49.0%	52.6%	45.5%	42.3%	33.6%	52.5%	40.5%	65.1%	27.1%	43.0%	32.5%	48.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 9

	TOTAL		EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
MEDICAID BENEFIT COMBO	90.1%	95.4%	90.4%	94.2%	91.9%	88.4%	95.7%	87.1%	98.9%	89.7%	93.9%	89.0%	94.5%	86.0%	97.5%	87.9%	96.8%	86.5%	93.2%	86.1%	92.9%	
MEDICAL MARIJUANA	78.3%	74.8%	77.3%	71.9%	73.1%	77.0%	85.6%	81.7%	83.9%	72.0%	86.5%	80.8%	84.6%	64.0%	87.0%	57.1%	86.8%	79.5%	77.2%	83.0%	79.4%	
LOWERING STATE TAX RATE	76.4%	82.9%	74.4%	84.9%	73.1%	80.0%	69.5%	81.0%	66.1%	79.0%	71.3%	78.4%	67.0%	85.1%	73.2%	84.0%	75.3%	79.9%	73.3%	83.1%	70.1%	
EXPAND MEDICAID PROGRAM	59.3%	75.4%	80.2%	82.1%	86.1%	50.1%	81.9%	48.1%	81.3%	52.3%	82.3%	45.9%	77.4%	65.3%	88.6%	72.3%	94.1%	52.8%	65.6%	48.0%	64.2%	
PARENTS SCHOOL CHOICE	56.4%	55.8%	59.0%	57.2%	54.2%	58.7%	50.6%	65.0%	48.9%	52.1%	51.5%	57.4%	45.4%	62.5%	58.2%	53.7%	62.0%	60.7%	52.2%	68.1%	54.0%	
LEGALIZE SPORTS BETTING	43.7%	38.8%	60.5%	46.1%	57.4%	48.6%	40.3%	62.1%	44.3%	34.4%	38.0%	46.7%	35.4%	55.8%	47.4%	56.6%	49.6%	43.6%	44.1%	51.1%	55.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
MEDICAID BENEFIT COMBO	90.1%	86.8%	93.4%	84.3%	93.7%	94.0%	92.2%	92.1%	94.2%	83.5%	97.2%	83.8%	96.8%	83.2%	97.6%	83.3%	97.2%	83.8%	97.3%	80.5%	98.9%
MEDICAL MARIJUANA	78.3%	76.3%	75.5%	81.5%	76.5%	71.4%	78.8%	68.2%	77.1%	64.3%	91.6%	71.5%	92.5%	56.8%	91.0%	66.9%	93.6%	53.0%	88.0%	45.1%	86.0%
LOWERING STATE TAX RATE	76.4%	77.1%	75.8%	80.0%	70.4%	79.0%	79.4%	81.4%	78.8%	84.2%	68.0%	87.7%	61.6%	80.6%	72.5%	85.6%	61.9%	78.0%	79.3%	73.6%	82.1%
EXPAND MEDICAID PROGRAM	59.3%	57.1%	66.7%	46.5%	59.0%	77.3%	79.7%	83.0%	86.0%	33.9%	87.5%	34.4%	85.0%	33.4%	89.3%	29.4%	85.1%	53.3%	91.9%	60.3%	95.5%
PARENTS SCHOOL CHOICE	56.4%	54.2%	50.8%	59.1%	50.4%	65.9%	55.9%	70.7%	49.3%	66.4%	48.1%	74.0%	45.1%	58.3%	50.3%	65.8%	44.2%	67.9%	55.3%	62.9%	56.1%
LEGALIZE SPORTS BETTING	43.7%	37.0%	35.6%	44.4%	37.3%	41.6%	58.5%	46.4%	57.7%	37.4%	49.8%	44.5%	63.0%	30.0%	40.5%	37.1%	45.3%	39.6%	57.9%	46.8%	55.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

BANNER 11

	POSITION ON ABORTION																		
	POSITION ON ABORTION:									POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:		POSITION ON ABORTION:			
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
MEDICAID BENEFIT COMBO	90.1%	84.7%	72.4%	86.9%	88.0%	97.4%	97.6%	94.9%	98.3%	85.2%	96.2%	84.1%	98.1%	84.2%	97.6%	86.1%	96.8%	84.6%	98.7%
MEDICAL MARIJUANA	78.3%	66.4%	54.9%	63.8%	71.4%	92.4%	91.3%	89.5%	94.6%	72.8%	92.9%	60.0%	92.2%	67.7%	95.8%	60.7%	86.1%	57.5%	83.1%
LOWERING STATE TAX RATE	76.4%	84.8%	83.9%	90.1%	83.0%	66.0%	70.8%	60.4%	65.0%	87.0%	60.1%	82.6%	70.0%	83.7%	61.7%	88.7%	74.3%	84.0%	76.2%
EXPAND MEDICAID PROGRAM	59.3%	38.7%	29.5%	31.6%	44.7%	87.0%	77.9%	87.0%	93.8%	41.9%	81.7%	35.5%	90.5%	31.8%	86.3%	66.6%	88.4%	72.2%	92.1%
PARENTS SCHOOL CHOICE	56.4%	67.8%	73.9%	73.1%	63.7%	43.5%	60.9%	30.4%	36.6%	74.7%	40.4%	60.9%	45.6%	67.5%	38.8%	68.5%	52.2%	60.6%	52.4%
LEGALIZE SPORTS BETTING	43.7%	37.0%	15.1%	33.9%	45.7%	53.6%	60.7%	57.7%	46.4%	45.2%	65.3%	28.7%	45.8%	34.0%	50.8%	49.4%	58.7%	54.0%	56.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUPPORT:

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
MEDICAID BENEFIT COMBO	90.1%	89.1%	92.6%	93.5%	98.5%	72.7%	100.0%	89.8%	90.1%	94.2%	100.0%	66.2%	100.0%	88.5%	94.2%	93.1%	97.7%	100.0%	100.0%		
MEDICAL MARIJUANA	78.3%	79.1%	76.0%	73.8%	75.5%	87.1%	100.0%	83.0%	75.8%	67.4%	84.6%	100.0%	100.0%	75.5%	76.2%	77.5%	70.2%	32.8%	100.0%		
LOWERING STATE TAX RATE	76.4%	75.3%	79.1%	79.7%	79.7%	76.3%	69.5%	76.8%	74.1%	75.2%	61.6%	77.4%	100.0%	74.0%	82.3%	82.3%	90.1%	71.5%	64.6%		
EXPAND MEDICAID PROGRAM	59.3%	52.3%	78.7%	84.9%	52.0%	65.3%	86.1%	50.3%	75.5%	81.1%	65.1%	66.2%	-	54.1%	80.7%	87.1%	44.5%	61.3%	100.0%		
PARENTS SCHOOL CHOICE	56.4%	55.3%	59.3%	57.0%	64.5%	70.9%	56.8%	59.9%	63.8%	60.6%	59.0%	77.4%	100.0%	51.2%	56.3%	55.0%	67.7%	43.5%	49.8%		
LEGALIZE SPORTS BETTING	43.7%	40.6%	52.5%	53.6%	40.3%	45.4%	100.0%	52.6%	56.8%	56.5%	55.4%	56.1%	100.0%	29.9%	49.7%	52.0%	31.6%	-	100.0%		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
MEDICAID BENEFIT COMBO	90.1%	87.2%	87.1%	90.8%	91.9%	91.2%	87.1%	91.2%	89.0%	91.6%	89.7%	91.2%	84.3%	92.4%	86.8%	94.7%	88.6%	94.3%
MEDICAL MARIJUANA	78.3%	86.9%	80.1%	78.6%	73.2%	76.5%	83.0%	76.5%	80.7%	75.0%	78.9%	76.5%	85.5%	79.4%	83.9%	77.4%	82.0%	79.3%
LOWERING STATE TAX RATE	76.4%	68.9%	79.8%	78.0%	73.1%	78.3%	75.3%	76.8%	76.6%	75.8%	75.8%	78.3%	71.7%	78.2%	75.4%	77.4%	76.6%	74.7%
EXPAND MEDICAID PROGRAM	59.3%	55.5%	54.5%	62.2%	60.9%	59.0%	54.9%	60.9%	58.6%	59.9%	59.2%	59.0%	45.8%	60.9%	53.7%	60.1%	55.9%	57.0%
PARENTS SCHOOL CHOICE	56.4%	44.4%	64.5%	58.8%	55.2%	55.8%	56.0%	56.9%	57.4%	55.5%	56.9%	55.8%	59.5%	61.4%	63.5%	56.5%	61.1%	59.9%
LEGALIZE SPORTS BETTING	43.7%	44.5%	53.3%	46.8%	45.0%	30.9%	49.6%	41.5%	48.1%	37.6%	47.4%	30.9%	62.4%	49.5%	60.2%	43.2%	61.1%	28.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
MEDICAID BENEFIT COMBO	90.1%	89.8%	90.4%	90.9%	89.1%	90.6%	88.3%	89.9%	90.3%	90.3%	90.1%	89.8%	100.0%	85.0%	88.8%	90.5%	91.7%
MEDICAL MARIJUANA	78.3%	80.6%	74.3%	78.1%	73.1%	76.5%	74.0%	81.3%	75.8%	73.2%	89.4%	72.4%	89.5%	85.9%	76.2%	82.3%	73.7%
LOWERING STATE TAX RATE	76.4%	78.5%	75.6%	77.7%	74.6%	75.1%	81.7%	76.2%	76.6%	72.5%	75.1%	81.8%	88.6%	87.6%	85.6%	75.0%	69.9%
EXPAND MEDICAID PROGRAM	59.3%	63.4%	60.8%	62.9%	59.7%	61.7%	60.9%	56.2%	61.8%	55.3%	70.8%	51.9%	93.4%	55.3%	60.7%	60.3%	58.6%
PARENTS SCHOOL CHOICE	56.4%	52.8%	53.5%	52.2%	54.8%	53.6%	52.0%	60.8%	52.9%	51.0%	59.0%	59.5%	40.0%	71.8%	74.6%	53.8%	47.4%
LEGALIZE SPORTS BETTING	43.7%	37.6%	35.3%	37.9%	33.2%	36.5%	33.5%	53.6%	35.7%	41.6%	44.5%	45.2%	56.0%	49.2%	46.8%	46.9%	38.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
MEDICAID BENEFIT COMBO	90.1%	89.8%	86.6%	94.9%	91.5%	89.2%	83.7%	85.1%	82.1%	100.0%	98.6%	94.7%	100.0%	94.2%
MEDICAL MARIJUANA	78.3%	84.8%	75.7%	77.4%	80.1%	62.0%	84.8%	64.2%	56.9%	100.0%	63.2%	89.2%	59.0%	91.8%
LOWERING STATE TAX RATE	76.4%	90.8%	71.3%	64.4%	70.0%	68.0%	91.2%	84.0%	86.8%	70.2%	58.1%	55.8%	59.0%	55.5%
EXPAND MEDICAID PROGRAM	59.3%	54.8%	69.2%	61.6%	65.5%	41.4%	58.2%	32.4%	37.3%	8.8%	62.2%	84.9%	100.0%	83.6%
PARENTS SCHOOL CHOICE	56.4%	68.3%	59.4%	42.8%	44.1%	48.9%	74.1%	66.6%	74.0%	30.9%	36.4%	44.9%	41.0%	45.3%
LEGALIZE SPORTS BETTING	43.7%	46.4%	41.7%	44.0%	36.5%	48.1%	43.0%	54.1%	46.5%	91.2%	47.8%	47.3%	41.5%	47.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUMMARY MEANS:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
MEDICAID BENEFIT COMBO	3.52	3.59	3.44	3.55	3.49	3.76	3.84	3.58	3.26	3.25	3.48	3.81	3.82	3.73	3.66
LOWERING STATE TAX RATE	3.36	3.45	3.36	3.17	3.36	3.32	3.11	3.81	3.60	3.62	3.28	3.04	3.03	3.27	3.24
MEDICAL MARIJUANA	3.16	3.33	3.08	2.97	3.20	2.87	2.95	2.72	2.92	2.91	3.36	3.45	3.46	3.15	3.24
EXPAND MEDICAID PROGRAM	2.89	3.00	2.89	2.67	2.87	3.04	3.09	2.93	2.12	2.10	3.02	3.78	3.78	3.73	2.91
PARENTS SCHOOL CHOICE	2.68	2.76	2.70	2.47	2.68	2.66	2.30	3.30	3.03	3.03	2.97	2.31	2.29	2.72	2.16
LEGALIZE SPORTS BETTING	2.47	2.64	2.36	2.39	2.47	2.46	2.52	2.34	2.28	2.28	2.32	2.74	2.74	2.77	2.46

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUMMARY MEANS:

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
MEDICAID BENEFIT COMBO	3.52	3.26	3.74	3.54	3.57	3.78	3.40	3.47	3.47	3.53	4.00	3.64	3.55
LOWERING STATE TAX RATE	3.36	3.60	2.93	3.45	3.30	3.17	3.63	3.43	3.33	3.62	2.71	3.33	3.40
MEDICAL MARIJUANA	3.16	2.88	3.55	3.17	3.18	3.34	2.95	3.29	3.09	3.13	3.92	3.23	3.22
EXPAND MEDICAID PROGRAM	2.89	2.34	3.68	3.01	2.85	3.53	2.08	3.05	2.77	2.79	4.00	2.98	2.99
PARENTS SCHOOL CHOICE	2.68	3.22	2.00	2.90	2.49	2.37	2.98	2.90	2.63	2.79	2.40	2.60	2.77
LEGALIZE SPORTS BETTING	2.47	2.33	2.79	2.39	2.52	2.83	2.17	2.41	2.45	3.47	3.24	2.60	2.48

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
MEDICAID BENEFIT COMBO	3.52	3.42	3.86	3.35	3.57	3.68	3.81	3.73	3.28	3.28	3.50	3.78	3.79	3.52	3.70
LOWERING STATE TAX RATE	3.36	3.55	3.09	3.39	3.22	2.82	3.21	2.96	3.63	3.63	3.61	3.03	3.03	3.10	3.04
MEDICAL MARIJUANA	3.16	3.15	3.53	2.95	3.15	3.43	3.33	2.46	2.91	2.90	3.39	3.46	3.47	3.27	3.08
EXPAND MEDICAID PROGRAM	2.89	2.54	3.58	2.81	3.13	3.54	3.52	2.37	2.12	2.09	2.91	3.72	3.73	3.48	3.58
PARENTS SCHOOL CHOICE	2.68	2.75	2.21	2.79	2.50	2.66	2.98	2.51	3.00	3.01	2.66	2.28	2.26	2.74	2.77
LEGALIZE SPORTS BETTING	2.47	2.43	2.75	2.38	2.67	2.61	2.42	1.93	2.25	2.28	1.23	2.75	2.74	2.89	2.80

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUMMARY MEANS:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
MEDICAID BENEFIT COMBO	3.52	3.30	3.29	3.53	3.81	3.83	3.32	3.37	3.21	3.82
LOWERING STATE TAX RATE	3.36	3.64	3.64	3.75	2.99	2.98	3.22	3.32	3.67	3.29
MEDICAL MARIJUANA	3.16	2.92	2.92	2.88	3.48	3.52	2.75	2.98	2.80	3.51
EXPAND MEDICAID PROGRAM	2.89	2.13	2.14	1.89	3.77	3.80	3.24	2.97	2.18	3.65
PARENTS SCHOOL CHOICE	2.68	3.00	3.01	2.75	2.27	2.27	2.40	2.75	3.27	3.06
LEGALIZE SPORTS BETTING	2.47	2.31	2.33	1.70	2.71	2.71	2.74	2.43	2.26	2.65

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUMMARY MEANS:

BANNER 5

	REGISTERED PARTY															REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	TOTAL		ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO							
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT							OPPOSE
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
MEDICAID BENEFIT COMBO	3.52	3.61	3.24	3.54	3.49	3.38	3.73	3.44	3.84	3.72	3.16	3.56	1.31	3.66	1.31	3.33	3.79	3.47	3.44	3.63	-	
LOWERING STATE TAX RATE	3.36	3.33	3.47	3.37	3.33	3.61	2.91	3.70	1.62	3.22	3.60	3.53	3.74	3.33	3.74	3.49	3.08	3.47	3.49	3.37	-	
MEDICAL MARIJUANA	3.16	3.56	1.49	3.42	2.81	3.06	3.37	3.14	3.45	3.38	2.80	2.93	2.54	3.23	2.54	2.93	3.39	3.20	3.21	3.14	-	
EXPAND MEDICAID PROGRAM	2.89	3.08	2.15	2.94	2.70	2.73	3.15	2.77	3.45	3.72	1.45	1.49	1.26	3.03	1.26	2.27	3.65	2.82	2.78	3.05	-	
PARENTS SCHOOL CHOICE	2.68	2.61	3.00	2.58	2.81	3.59	1.31	2.92	1.66	2.51	2.93	2.84	3.13	2.62	3.13	2.87	2.39	2.73	2.75	2.64	-	
LEGALIZE SPORTS BETTING	2.47	2.65	1.87	3.43	1.41	2.33	2.61	2.46	2.61	2.61	2.35	2.32	2.31	2.51	2.31	2.30	2.59	2.56	2.56	2.54	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
MEDICAID BENEFIT COMBO	3.52	3.36	3.70	3.47	3.30	3.83	3.47	3.33	3.78	3.49	3.32	3.80	3.41	3.63	3.79	3.34
LOWERING STATE TAX RATE	3.36	3.57	2.85	3.46	3.41	3.19	3.48	3.50	2.94	3.35	3.42	3.25	3.74	3.20	3.39	3.70
MEDICAL MARIJUANA	3.16	3.06	3.47	3.28	2.82	3.35	3.10	2.89	3.49	3.29	3.24	3.26	3.00	3.24	3.19	2.91
EXPAND MEDICAID PROGRAM	2.89	2.40	3.58	2.75	2.15	3.68	2.91	2.21	3.59	2.70	2.75	3.73	3.11	3.09	3.72	3.05
PARENTS SCHOOL CHOICE	2.68	3.03	1.93	2.84	2.73	2.58	2.57	2.87	2.21	2.59	2.87	2.62	3.09	2.33	2.75	3.08
LEGALIZE SPORTS BETTING	2.47	2.68	2.74	2.69	1.91	2.53	2.38	2.29	2.53	2.43	2.39	2.67	2.86	2.14	2.78	2.93

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
MEDICAID BENEFIT COMBO	3.52	3.37	3.21	3.81	3.80	3.81	3.66	3.26	3.33	3.19	3.61	3.74	3.70	3.26	3.85	3.62	3.26	3.84	3.68	3.26	
LOWERING STATE TAX RATE	3.36	3.58	3.35	2.99	2.93	3.04	3.21	3.63	3.62	3.63	3.98	2.94	3.18	3.66	3.02	3.23	3.58	2.80	3.05	3.60	
MEDICAL MARIJUANA	3.16	2.93	2.95	3.54	3.57	3.51	3.22	2.90	3.15	2.66	2.16	3.44	3.44	3.05	3.59	3.04	2.74	3.72	3.29	2.89	
EXPAND MEDICAID PROGRAM	2.89	2.18	2.28	3.76	3.73	3.77	3.37	2.13	2.45	1.84	2.86	3.61	3.51	2.18	3.83	3.26	2.09	3.82	3.29	2.05	
PARENTS SCHOOL CHOICE	2.68	2.95	2.81	2.27	2.34	2.22	2.43	3.02	3.03	3.01	3.08	2.25	2.30	3.13	2.29	2.53	2.90	2.07	2.16	3.00	
LEGALIZE SPORTS BETTING	2.47	2.35	2.23	2.73	2.58	2.82	2.60	2.30	2.42	2.19	1.95	2.98	2.90	2.55	2.59	2.31	2.03	2.66	2.47	2.26	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
MEDICAID BENEFIT COMBO	3.52	3.76	3.60	3.21	3.80	3.59	3.22	3.29	3.78	3.55	3.56	3.50	3.44	3.59	3.39	3.58	3.49	3.60	3.37	3.63
LOWERING STATE TAX RATE	3.36	3.25	3.51	3.74	3.25	3.49	3.83	3.61	3.04	3.56	3.37	3.34	3.43	3.24	3.46	3.27	3.41	3.22	3.47	3.13
MEDICAL MARIJUANA	3.16	3.28	3.07	2.94	3.17	3.04	2.89	2.92	3.46	3.15	3.32	3.09	2.92	3.41	3.01	3.44	2.84	3.38	2.87	3.50
EXPAND MEDICAID PROGRAM	2.89	3.67	3.54	2.58	3.68	3.56	2.58	2.15	3.69	2.94	3.02	2.86	2.56	3.24	2.46	3.14	2.64	3.31	2.37	3.16
PARENTS SCHOOL CHOICE	2.68	2.57	3.09	3.09	2.58	3.00	2.98	3.00	2.29	2.60	2.71	2.67	2.84	2.49	2.95	2.48	2.73	2.51	2.90	2.33
LEGALIZE SPORTS BETTING	2.47	2.81	2.85	2.57	2.94	2.82	2.54	2.27	2.75	2.66	2.68	2.40	2.14	2.82	2.32	3.05	1.95	2.62	2.07	2.81

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
MEDICAID BENEFIT COMBO	3.52	3.69	3.53	3.69	3.57	3.47	3.64	3.48	3.58	3.47	3.67	3.48	3.59	3.44	3.71	3.55	3.69	3.54	3.50	3.50	3.45	
LOWERING STATE TAX RATE	3.36	3.28	3.47	3.39	3.42	3.42	3.18	3.48	3.07	3.35	3.25	3.37	3.08	3.56	3.33	3.60	3.38	3.46	3.26	3.51	3.24	
MEDICAL MARIJUANA	3.16	3.10	3.22	3.03	3.15	3.14	3.30	3.29	3.22	2.99	3.34	3.19	3.27	2.97	3.34	2.82	3.35	3.11	3.19	3.23	3.22	
EXPAND MEDICAID PROGRAM	2.89	3.35	3.38	3.49	3.44	2.69	3.38	2.66	3.33	2.72	3.41	2.57	3.27	3.10	3.55	3.21	3.62	2.80	2.99	2.71	2.90	
PARENTS SCHOOL CHOICE	2.68	2.58	2.84	2.66	2.73	2.77	2.50	2.84	2.44	2.68	2.53	2.72	2.35	2.91	2.73	2.73	2.87	2.88	2.52	2.96	2.54	
LEGALIZE SPORTS BETTING	2.47	2.47	2.83	2.63	2.89	2.60	2.49	2.89	2.55	2.25	2.45	2.53	2.45	2.82	2.55	2.92	2.64	2.47	2.50	2.76	2.65	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
MEDICAID BENEFIT COMBO	3.52	3.57	3.53	3.48	3.49	3.75	3.52	3.71	3.61	3.29	3.73	3.32	3.64	3.27	3.79	3.27	3.74	3.36	3.70	3.43	3.72
LOWERING STATE TAX RATE	3.36	3.42	3.28	3.47	3.17	3.42	3.45	3.63	3.38	3.55	3.14	3.61	3.06	3.48	3.20	3.59	2.96	3.36	3.45	3.45	3.45
MEDICAL MARIJUANA	3.16	3.00	3.18	3.12	3.17	3.03	3.24	2.87	3.25	2.84	3.48	2.99	3.54	2.67	3.44	2.87	3.53	2.66	3.40	2.55	3.34
EXPAND MEDICAID PROGRAM	2.89	2.87	3.06	2.62	2.82	3.49	3.33	3.58	3.42	2.20	3.55	2.17	3.48	2.23	3.59	2.06	3.50	2.80	3.62	2.96	3.66
PARENTS SCHOOL CHOICE	2.68	2.79	2.50	2.80	2.46	3.13	2.66	3.30	2.51	3.01	2.38	3.07	2.32	2.93	2.43	2.98	2.25	3.11	2.65	3.19	2.65
LEGALIZE SPORTS BETTING	2.47	2.22	2.36	2.51	2.32	2.37	2.88	2.46	2.97	2.25	2.73	2.45	2.95	2.03	2.54	2.21	2.65	2.39	2.85	2.51	2.89

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

Support/Oppose - SUMMARY MEANS:

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
	PRO- LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/ Incest	PRO- CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO- LIFE	PRO- CHOICE	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:	ABORTION:
											MALE	FEMALE	WHITE	NON-WHITE	AFRICAN-AMER.				
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
MEDICAID BENEFIT COMBO	3.52	3.36	3.22	3.29	3.43	3.71	3.54	3.71	3.84	3.36	3.64	3.36	3.76	3.35	3.70	3.38	3.74	3.46	3.76
LOWERING STATE TAX RATE	3.36	3.58	3.50	3.60	3.60	3.08	3.26	2.87	3.04	3.63	2.98	3.53	3.14	3.58	2.90	3.58	3.40	3.57	3.40
MEDICAL MARIJUANA	3.16	2.83	2.47	2.75	2.99	3.56	3.45	3.53	3.65	2.98	3.63	2.68	3.51	2.84	3.65	2.77	3.39	2.77	3.29
EXPAND MEDICAID PROGRAM	2.89	2.35	2.24	2.21	2.44	3.55	3.30	3.52	3.75	2.38	3.40	2.33	3.66	2.18	3.53	3.04	3.59	3.21	3.63
PARENTS SCHOOL CHOICE	2.68	2.99	3.24	3.07	2.87	2.32	2.79	1.82	2.19	3.08	2.22	2.88	2.38	2.95	2.17	3.12	2.61	3.03	2.63
LEGALIZE SPORTS BETTING	2.47	2.27	1.74	2.16	2.50	2.76	2.79	2.83	2.70	2.51	2.99	2.02	2.59	2.15	2.78	2.71	2.73	2.80	2.75

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
MEDICAID BENEFIT COMBO	3.52	3.49	3.60	3.64	3.69	3.00	3.73	3.46	3.55	3.66	3.85	2.93	3.00	3.52	3.63	3.63	3.60	3.33	3.85
LOWERING STATE TAX RATE	3.36	3.32	3.44	3.47	3.21	3.58	3.62	3.38	3.34	3.36	2.94	3.60	3.00	3.27	3.50	3.52	3.35	3.46	3.77
MEDICAL MARIJUANA	3.16	3.16	3.17	3.11	3.22	3.24	4.00	3.25	3.17	3.01	3.53	3.44	4.00	3.07	3.17	3.17	3.02	2.37	4.00
EXPAND MEDICAID PROGRAM	2.89	2.71	3.38	3.48	3.03	2.93	3.59	2.64	3.30	3.37	3.73	2.93	2.00	2.77	3.43	3.54	2.72	2.94	3.85
PARENTS SCHOOL CHOICE	2.68	2.62	2.82	2.80	2.84	2.88	3.00	2.72	2.80	2.77	2.80	2.88	3.00	2.54	2.83	2.82	2.87	2.83	3.00
LEGALIZE SPORTS BETTING	2.47	2.39	2.69	2.77	2.39	2.35	3.00	2.68	2.76	2.84	2.58	2.51	3.00	2.11	2.64	2.73	2.27	1.58	3.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
MEDICAID BENEFIT COMBO	3.52	3.63	3.47	3.52	3.52	3.51	3.53	3.51	3.52	3.51	3.52	3.51	3.44	3.49	3.45	3.53	3.47	3.50
LOWERING STATE TAX RATE	3.36	3.21	3.48	3.41	3.23	3.37	3.37	3.35	3.39	3.30	3.35	3.37	3.31	3.40	3.38	3.34	3.38	3.33
MEDICAL MARIJUANA	3.16	3.46	3.32	3.19	2.99	2.99	3.38	3.08	3.29	2.99	3.21	2.99	3.43	3.14	3.34	3.07	3.29	3.05
EXPAND MEDICAID PROGRAM	2.89	2.84	2.82	2.94	2.88	2.91	2.83	2.91	2.89	2.89	2.88	2.91	2.63	2.88	2.75	2.88	2.80	2.81
PARENTS SCHOOL CHOICE	2.68	2.49	2.94	2.68	2.55	2.71	2.75	2.65	2.72	2.63	2.67	2.71	2.72	2.74	2.79	2.65	2.74	2.72
LEGALIZE SPORTS BETTING	2.47	2.72	2.71	2.54	2.43	2.10	2.71	2.38	2.62	2.26	2.57	2.10	2.97	2.57	2.85	2.46	2.87	2.09

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
MEDICAID BENEFIT COMBO	3.52	3.62	3.53	3.59	3.50	3.56	3.52	3.48	3.55	3.54	3.49	3.54	3.68	3.49	3.51	3.56	3.50
LOWERING STATE TAX RATE	3.36	3.43	3.31	3.40	3.27	3.33	3.40	3.37	3.34	3.19	3.40	3.48	3.35	3.52	3.56	3.34	3.23
MEDICAL MARIJUANA	3.16	3.33	3.02	3.24	2.93	3.15	2.93	3.23	3.10	3.10	3.38	3.00	3.22	3.34	3.09	3.32	3.03
EXPAND MEDICAID PROGRAM	2.89	3.02	2.94	3.00	2.90	2.95	3.00	2.80	2.96	2.85	3.12	2.70	3.64	2.87	2.85	2.94	2.86
PARENTS SCHOOL CHOICE	2.68	2.78	2.59	2.65	2.62	2.62	2.69	2.73	2.63	2.56	2.76	2.72	2.44	3.04	3.03	2.62	2.47
LEGALIZE SPORTS BETTING	2.47	2.44	2.22	2.41	2.10	2.31	2.12	2.70	2.27	2.37	2.64	2.43	2.76	2.49	2.53	2.54	2.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
MEDICAID BENEFIT COMBO	3.52	3.48	3.53	3.65	3.54	3.40	3.52	3.09	2.97	3.69	3.66	3.77	3.59	3.78
LOWERING STATE TAX RATE	3.36	3.64	3.27	3.19	3.12	3.13	3.65	3.65	3.61	3.87	3.32	3.01	3.00	3.01
MEDICAL MARIJUANA	3.16	3.25	3.10	3.25	3.18	2.82	3.31	2.92	2.75	3.70	3.20	3.33	2.77	3.38
EXPAND MEDICAID PROGRAM	2.89	2.78	3.10	3.06	2.99	2.40	2.90	1.96	2.04	1.57	3.17	3.53	3.59	3.53
PARENTS SCHOOL CHOICE	2.68	3.01	2.76	2.28	2.32	2.48	3.05	3.11	3.23	2.33	1.83	2.14	1.82	2.17
LEGALIZE SPORTS BETTING	2.47	2.53	2.37	2.63	2.38	2.40	2.50	2.58	2.44	3.22	2.67	2.60	3.11	2.57



































DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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						
		HD 73	HD 82	HD 83	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	111	39	46	26	97	15	9	5	105	103	2	4	4	-	3
SUPPORTER OF TRUMP	53.1%	56.4%	40.8%	69.5%	52.1%	60.0%	47.5%	81.9%	56.0%	57.2%	-	-	-	-	16.4%
TRADITIONAL REPUB. PARTY	34.7%	33.8%	37.9%	30.5%	36.6%	22.1%	29.9%	8.1%	33.7%	33.4%	46.6%	60.2%	60.2%	-	39.9%
DK/REFUSED	12.2%	9.8%	21.2%	-	11.3%	18.0%	22.5%	9.9%	10.4%	9.4%	53.4%	39.8%	39.8%	-	43.7%
Net Diff.	18.4%	22.6%	2.9%	38.9%	15.4%	37.9%	17.6%	73.8%	22.3%	23.9%	-46.6%	-60.2%	-60.2%	-	-23.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	NO OPIN- ION	NEVER HEARD OF	FAVOR- ABLE	UNFAV- ORABLE	OPIN- ION	HEARD OF	
Total Answering	111	37	2	25	47	9	14	19	69	4	-	18	38
SUPPORTER OF TRUMP	53.1%	42.6%	49.8%	50.0%	63.3%	64.3%	41.6%	43.1%	56.5%	71.1%	-	45.5%	43.7%
TRADITIONAL REPUB. PARTY	34.7%	40.3%	50.2%	33.8%	30.1%	25.7%	47.7%	42.5%	31.3%	26.3%	-	45.8%	43.8%
DK/REFUSED	12.2%	17.1%	-	16.2%	6.6%	10.1%	10.7%	14.4%	12.2%	2.6%	-	8.8%	12.4%
Net Diff.	18.4%	2.2%	-0.5%	16.2%	33.2%	38.6%	-6.1%	0.7%	25.3%	44.8%	-	-0.3%	-0.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

	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	111	59	9	26	12	1	2	2	105	103	2	4	4	-	2
SUPPORTER OF TRUMP	53.1%	53.2%	44.0%	57.1%	50.6%	35.0%	52.1%	64.9%	56.3%	55.8%	79.6%	-	-	-	-
TRADITIONAL REPUB. PARTY	34.7%	34.6%	47.6%	31.1%	35.8%	25.4%	47.9%	16.1%	33.2%	34.0%	-	69.4%	69.4%	-	38.0%
DK/REFUSED	12.2%	12.2%	8.4%	11.8%	13.6%	39.7%	-	19.0%	10.5%	10.2%	20.4%	30.6%	30.6%	-	62.0%
Net Diff.	18.4%	18.6%	-3.6%	26.0%	14.8%	9.6%	4.3%	48.7%	23.1%	21.8%	79.6%	-69.4%	-69.4%	-	-38.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 CIDE NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDE	VOTE NEWTON	BOTH BAL- LOTS
Total Answering	111	102	97	5	5	4	1	5	36	1
SUPPORTER OF TRUMP	53.1%	57.7%	58.6%	40.3%	-	-	-	9.2%	43.5%	-
TRADITIONAL REPUB. PARTY	34.7%	31.3%	30.8%	40.7%	78.6%	80.3%	72.2%	62.7%	40.3%	-
DK/REFUSED	12.2%	11.0%	10.6%	19.0%	21.4%	19.7%	27.8%	28.1%	16.1%	100.0%
Net Diff.	18.4%	26.3%	27.7%	-0.4%	-78.6%	-80.3%	-72.2%	-53.5%	3.2%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 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 Answering	111	80	26	43	51	68	37	92	10	39	61	56	10	95	10	111	-	-	-	-	-
SUPPORTER OF TRUMP	53.1%	55.8%	49.4%	53.6%	48.4%	54.2%	48.9%	54.6%	39.1%	50.8%	58.0%	58.3%	36.9%	55.2%	36.9%	53.1%	-	-	-	-	-
TRADITIONAL REPUB. PARTY	34.7%	34.0%	37.4%	33.2%	40.2%	35.8%	37.9%	32.4%	48.9%	32.9%	34.3%	29.8%	62.2%	31.0%	62.2%	34.7%	-	-	-	-	-
DK/REFUSED	12.2%	10.1%	13.2%	13.2%	11.5%	10.0%	13.1%	13.0%	12.0%	16.3%	7.6%	12.0%	0.9%	13.8%	0.9%	12.2%	-	-	-	-	-
Net Diff.	18.4%	21.8%	12.0%	20.4%	8.2%	18.4%	11.0%	22.2%	-9.8%	17.9%	23.7%	28.5%	-25.3%	24.2%	-25.3%	18.4%	-	-	-	-	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

	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	111	53	-	59	-	-	99	-	-	12	-	-	5	-
SUPPORTER OF TRUMP	53.1%	56.3%	-	50.2%	-	-	55.6%	-	-	29.9%	-	-	21.6%	-	-
TRADITIONAL REPUB. PARTY	34.7%	32.6%	-	36.6%	-	-	33.2%	-	-	49.0%	-	-	50.8%	-	-
DK/REFUSED	12.2%	11.0%	-	13.2%	-	-	11.2%	-	-	21.1%	-	-	27.6%	-	-
Net Diff.	18.4%	23.7%	-	13.6%	-	-	22.3%	-	-	-19.1%	-	-	-29.3%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 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				
Total Answering	111	59	39	4	3	0	11	96	41	55	-	2	4	46	2	7	50	2	9	86			
SUPPORTER OF TRUMP	53.1%	100.0%	-	11.7%	-	100.0%	35.0%	56.6%	46.7%	63.9%	-	-	43.5%	60.6%	26.7%	29.6%	52.8%	17.3%	36.7%	58.3%			
TRADITIONAL REPUB. PARTY	34.7%	-	100.0%	56.1%	63.5%	-	45.8%	32.8%	39.5%	27.8%	-	100.0%	46.2%	28.0%	-	45.6%	37.2%	35.2%	53.0%	31.4%			
DK/REFUSED	12.2%	-	-	32.2%	36.5%	-	19.1%	10.7%	13.8%	8.4%	-	-	10.3%	11.4%	73.3%	24.8%	10.0%	47.5%	10.3%	10.4%			
Net Diff.	18.4%	100.0%	-100%	-44.3%	-63.5%	100.0%	-10.8%	23.8%	7.2%	36.1%	-	-100%	-2.7%	32.7%	26.7%	-16.0%	15.5%	-17.9%	-16.2%	26.9%			

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	111	1	1	9	1	0	3	105	5	0	24	86	73	33	35	15	38	18	66	26
SUPPORTER OF TRUMP	53.1%	-	24.1%	36.5%	-	-	34.7%	56.1%	-	33.9%	53.4%	52.8%	53.3%	51.1%	59.0%	52.0%	48.1%	50.2%	56.2%	52.6%
TRADITIONAL REPUB. PARTY	34.7%	100.0%	-	49.0%	100.0%	-	35.6%	32.6%	72.4%	66.1%	32.3%	35.5%	33.0%	39.5%	26.8%	45.1%	38.7%	34.7%	31.1%	39.6%
DK/REFUSED	12.2%	-	75.9%	14.5%	-	100.0%	29.6%	11.3%	27.6%	-	14.2%	11.7%	13.7%	9.4%	14.3%	2.8%	13.2%	15.0%	12.8%	7.8%
Net Diff.	18.4%	-100%	24.1%	-12.5%	-100%	-	-0.9%	23.5%	-72.4%	-32.2%	21.1%	17.3%	20.3%	11.6%	32.2%	6.9%	9.4%	15.5%	25.1%	12.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	111	5	6	3	2	64	25	33	9	31	16	55	22	8	3	3	2	59	52	27	26	
SUPPORTER OF TRUMP	53.1%	12.0%	44.9%	19.7%	24.5%	55.1%	47.2%	52.0%	62.5%	58.5%	38.7%	56.5%	53.8%	42.6%	-	40.8%	-	58.5%	46.9%	61.9%	50.7%	
TRADITIONAL REPUB. PARTY	34.7%	60.9%	39.0%	35.7%	75.5%	36.3%	35.4%	37.7%	27.8%	34.8%	39.5%	35.5%	30.5%	44.2%	70.0%	41.9%	75.6%	29.1%	41.1%	29.9%	35.5%	
DK/REFUSED	12.2%	27.1%	16.1%	44.6%	-	8.6%	17.4%	10.3%	9.6%	6.7%	21.7%	8.0%	15.7%	13.2%	30.0%	17.2%	24.4%	12.4%	11.9%	8.2%	13.9%	
Net Diff.	18.4%	-48.8%	5.9%	-15.9%	-51.0%	18.9%	11.9%	14.3%	34.7%	23.8%	-0.8%	21.0%	23.3%	-1.6%	-70.0%	-1.1%	-75.6%	29.4%	5.8%	32.1%	15.2%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	111	33	26	55	44	3	8	1	4	84	20	40	10	43	10	73	18	10	2	5	0
SUPPORTER OF TRUMP	53.1%	55.6%	43.2%	60.7%	49.1%	14.6%	36.0%	50.1%	15.0%	56.1%	36.9%	59.0%	39.4%	53.5%	34.4%	59.3%	38.2%	31.1%	21.9%	23.1%	-
TRADITIONAL REPUB. PARTY	34.7%	28.5%	46.9%	27.4%	40.7%	62.4%	43.6%	-	62.4%	30.7%	52.3%	29.9%	47.3%	31.5%	57.2%	28.7%	51.6%	47.3%	60.0%	47.3%	100.0%
DK/REFUSED	12.2%	15.9%	9.9%	11.9%	10.3%	23.0%	20.4%	49.9%	22.5%	13.2%	10.9%	11.2%	13.3%	15.0%	8.5%	12.1%	10.2%	21.6%	18.1%	29.6%	-
Net Diff.	18.4%	27.1%	-3.7%	33.3%	8.4%	-47.8%	-7.6%	50.1%	-47.4%	25.4%	-15.4%	29.1%	-7.9%	22.0%	-22.8%	30.6%	-13.4%	-16.2%	-38.0%	-24.3%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	111	88	22	21	45	15	10	1	4	41	8	47	7	78	13	10	2	4	1	
SUPPORTER OF TRUMP	53.1%	53.9%	57.2%	40.6%	58.5%	37.2%	46.8%	-	21.3%	53.3%	57.7%	54.5%	12.5%	56.8%	37.1%	28.0%	37.8%	14.7%	58.2%	
TRADITIONAL REPUB. PARTY	34.7%	33.0%	33.0%	39.1%	30.3%	51.7%	52.0%	67.7%	47.5%	33.5%	37.3%	32.6%	69.1%	31.2%	53.1%	50.3%	43.2%	52.5%	41.8%	
DK/REFUSED	12.2%	13.0%	9.7%	20.2%	11.3%	11.1%	1.3%	32.3%	31.3%	13.2%	5.0%	12.8%	18.4%	12.1%	9.7%	21.6%	19.0%	32.8%	-	
Net Diff.	18.4%	20.9%	24.2%	1.5%	28.2%	-14.5%	-5.2%	-67.7%	-26.2%	19.8%	20.4%	21.9%	-56.6%	25.6%	-16.0%	-22.3%	-5.4%	-37.8%	16.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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:						
	RACIAL BACKGROUND							MALE							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 Answering	111	99	12	5	5	1	0	48	4	3	0	1	0	51	7	3	5	-	-		
SUPPORTER OF TRUMP	53.1%	55.6%	29.9%	21.6%	41.6%	-	100.0%	58.4%	33.8%	42.9%	-	-	100.0%	52.8%	27.5%	-	42.7%	-	-		
TRADITIONAL REPUB. PARTY	34.7%	33.2%	49.0%	50.8%	43.2%	77.2%	-	30.4%	56.6%	57.1%	-	77.2%	-	35.9%	44.4%	44.4%	44.4%	-	-		
DK/REFUSED	12.2%	11.2%	21.1%	27.6%	15.2%	22.8%	-	11.1%	9.5%	-	100.0%	22.8%	-	11.2%	28.1%	55.6%	12.9%	-	-		
Net Diff.	18.4%	22.3%	-19.1%	-29.3%	-1.6%	-77.2%	100.0%	28.0%	-22.8%	-14.3%	-	-77.2%	100.0%	16.9%	-16.9%	-44.4%	-1.7%	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	111	11	12	34	25	29	23	88	57	54	81	29	13	39	28	24	39	14
SUPPORTER OF TRUMP	53.1%	61.8%	49.4%	58.8%	41.9%	55.4%	55.2%	52.9%	57.3%	49.3%	52.7%	55.4%	57.0%	56.1%	57.5%	55.0%	53.6%	64.0%
TRADITIONAL REPUB. PARTY	34.7%	19.3%	24.4%	33.6%	54.3%	30.3%	22.0%	38.3%	28.9%	41.2%	36.6%	30.3%	22.7%	36.1%	29.7%	36.1%	35.9%	23.6%
DK/REFUSED	12.2%	18.9%	26.2%	7.6%	3.8%	14.3%	22.8%	8.8%	13.7%	9.5%	10.7%	14.3%	20.3%	7.8%	12.8%	8.9%	10.5%	12.5%
Net Diff.	18.4%	42.5%	25.0%	25.2%	-12.4%	25.1%	33.1%	14.6%	28.4%	8.0%	16.1%	25.1%	34.3%	20.1%	27.8%	18.9%	17.7%	40.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	111	9	49	28	30	43	15	53	59	46	27	39	1	14	15	30	52
SUPPORTER OF TRUMP	53.1%	52.6%	50.4%	57.2%	44.5%	51.8%	47.6%	56.3%	50.2%	50.9%	63.5%	48.4%	-	69.3%	54.5%	56.2%	47.2%
TRADITIONAL REPUB. PARTY	34.7%	21.1%	40.1%	28.2%	45.5%	37.2%	36.4%	32.6%	36.6%	34.3%	28.2%	39.7%	88.3%	24.4%	28.1%	32.4%	40.0%
DK/REFUSED	12.2%	26.4%	9.5%	14.7%	10.0%	11.0%	16.0%	11.0%	13.2%	14.8%	8.3%	11.8%	11.7%	6.3%	17.4%	11.4%	12.8%
Net Diff.	18.4%	31.5%	10.2%	29.0%	-1.0%	14.6%	11.3%	23.7%	13.6%	16.6%	35.4%	8.7%	-88.3%	44.9%	26.5%	23.8%	7.1%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
LIBERAL	24.7%	28.9%	28.1%	8.6%	25.7%	17.9%	27.1%	0.6%	2.7%	2.8%	-	54.3%	55.5%	36.0%	15.8%
Very	10.6%	11.0%	12.7%	5.2%	10.9%	8.7%	13.3%	-	2.2%	2.3%	-	22.7%	24.2%	-	2.3%
Somewhat	14.1%	17.9%	15.4%	3.4%	14.8%	9.2%	13.8%	0.6%	0.5%	0.5%	-	31.6%	31.3%	36.0%	13.5%
MODERATE	23.1%	18.7%	25.0%	27.7%	22.2%	28.9%	23.1%	39.9%	9.8%	9.9%	8.6%	36.3%	36.3%	36.1%	46.0%
CONSERVATIVE	47.9%	45.8%	44.2%	60.2%	48.4%	44.4%	43.7%	45.7%	85.1%	85.7%	68.1%	4.9%	5.2%	-	19.5%
Somewhat	23.7%	26.8%	19.9%	25.7%	22.5%	31.9%	32.4%	31.0%	39.2%	38.5%	60.1%	4.8%	5.2%	-	17.3%
Very	24.2%	19.0%	24.4%	34.5%	25.9%	12.5%	11.3%	14.7%	45.9%	47.2%	8.0%	0.1%	0.1%	-	2.2%
DK/REFUSED	4.3%	6.5%	2.6%	3.6%	3.7%	8.8%	6.2%	13.8%	2.4%	1.7%	23.3%	4.5%	3.0%	28.0%	18.7%
Net Diff.	23.2%	16.9%	16.1%	51.6%	22.7%	26.5%	16.6%	45.1%	82.4%	82.9%	68.1%	-49.4%	-50.2%	-36.0%	3.7%
Mean	3.38	3.27	3.28	3.84	3.39	3.33	3.16	3.69	4.29	4.30	3.99	2.25	2.23	2.50	3.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
LIBERAL	24.7%	7.3%	50.9%	27.6%	23.5%	53.7%	3.5%	24.5%	19.6%	23.7%	-	32.0%	30.3%
Very	10.6%	4.4%	25.5%	10.1%	9.4%	20.4%	3.5%	10.6%	8.9%	5.8%	-	13.5%	12.2%
Somewhat	14.1%	2.9%	25.4%	17.5%	14.1%	33.4%	-	13.9%	10.7%	17.9%	-	18.6%	18.1%
MODERATE	23.1%	19.1%	34.5%	23.4%	21.2%	21.7%	35.6%	24.2%	21.0%	5.7%	92.0%	28.7%	25.9%
CONSERVATIVE	47.9%	72.2%	14.2%	44.8%	48.1%	24.6%	60.4%	46.3%	53.5%	70.6%	-	39.0%	42.0%
Somewhat	23.7%	28.6%	11.5%	28.2%	22.2%	10.6%	17.1%	29.8%	26.2%	30.3%	-	12.9%	21.2%
Very	24.2%	43.6%	2.7%	16.6%	25.9%	14.0%	43.3%	16.5%	27.2%	40.2%	-	26.1%	20.8%
DK/REFUSED	4.3%	1.5%	0.3%	4.2%	7.2%	-	0.5%	5.0%	6.0%	-	8.0%	0.2%	1.8%
Net Diff.	23.2%	64.9%	-36.7%	17.2%	24.6%	-29.2%	56.9%	21.8%	33.9%	46.9%	-	7.0%	11.7%
Mean	3.38	4.06	2.40	3.25	3.44	2.64	3.97	3.29	3.56	3.81	3.00	3.20	3.21



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
LIBERAL	24.7%	12.8%	50.5%	14.8%	33.4%	70.5%	49.1%	5.0%	2.6%	2.6%	-	52.3%	52.5%	49.2%	19.5%
Very	10.6%	5.4%	23.8%	4.5%	18.9%	18.4%	26.8%	-	1.9%	1.9%	-	21.8%	21.8%	21.5%	4.9%
Somewhat	14.1%	7.4%	26.7%	10.3%	14.4%	52.1%	22.3%	5.0%	0.7%	0.7%	-	30.5%	30.6%	27.7%	14.6%
MODERATE	23.1%	19.9%	20.6%	24.9%	29.7%	26.0%	28.3%	25.3%	11.8%	10.4%	58.9%	36.0%	36.6%	20.7%	34.5%
CONSERVATIVE	47.9%	63.1%	23.0%	57.1%	34.6%	3.5%	22.5%	38.8%	83.0%	84.3%	41.1%	6.1%	6.3%	-	29.3%
Somewhat	23.7%	29.9%	9.2%	33.7%	14.6%	-	17.7%	6.2%	37.7%	37.6%	41.1%	6.1%	6.3%	-	29.3%
Very	24.2%	33.2%	13.8%	23.4%	20.0%	3.5%	4.8%	32.6%	45.3%	46.7%	-	-	-	-	-
DK/REFUSED	4.3%	4.2%	5.9%	3.3%	2.3%	-	-	30.9%	2.6%	2.7%	-	5.6%	4.7%	30.1%	16.8%
Net Diff.	23.2%	50.4%	-27.5%	42.2%	1.2%	-67.1%	-26.6%	33.7%	80.4%	81.6%	41.1%	-46.3%	-46.2%	-49.2%	9.8%
Mean	3.38	3.82	2.60	3.63	3.02	2.18	2.51	3.96	4.27	4.30	3.41	2.28	2.29	1.99	3.06

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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- ABLE-CIDED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
LIBERAL	24.7%	2.5%	2.6%	-	54.2%	55.8%	22.5%	15.3%	3.3%	26.5%
Very	10.6%	1.9%	2.0%	-	22.9%	24.0%	-	2.5%	2.4%	6.7%
Somewhat	14.1%	0.6%	0.6%	-	31.4%	31.8%	22.5%	12.8%	0.9%	19.8%
MODERATE	23.1%	13.1%	13.3%	9.5%	34.2%	33.1%	56.6%	32.6%	16.5%	31.1%
CONSERVATIVE	47.9%	81.7%	81.4%	90.5%	5.8%	5.4%	12.7%	43.5%	79.1%	19.6%
Somewhat	23.7%	37.2%	35.0%	90.5%	5.8%	5.4%	12.7%	29.5%	29.8%	19.6%
Very	24.2%	44.5%	46.4%	-	-	-	-	14.0%	49.3%	-
DK/REFUSED	4.3%	2.7%	2.8%	-	5.8%	5.7%	8.2%	8.6%	1.0%	22.8%
Net Diff.	23.2%	79.2%	78.8%	90.5%	-48.5%	-50.3%	-9.8%	28.2%	75.8%	-6.9%
Mean	3.38	4.25	4.27	3.90	2.24	2.21	2.89	3.43	4.24	2.82

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	TOTAL															REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA			LEGALIZING SPORTS BETTING IN NC			GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRAM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUBLICAN	DEMOCRATIC	INDEP. /OTHER /DK	Indep-ent	Other	DK/Ref
	SUPPRT	OPPOSE		SUPPRT	OPPOSE		SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
LIBERAL	24.7%	28.1%	12.2%	27.3%	20.7%	18.0%	35.4%	20.2%	46.5%	39.3%	2.8%	2.6%	5.2%	26.8%	5.2%	3.3%	53.2%	22.2%	21.3%	26.7%	-	
Very	10.6%	12.0%	5.8%	9.2%	9.6%	8.1%	14.8%	7.6%	21.9%	16.4%	1.8%	0.9%	5.2%	11.1%	5.2%	2.9%	24.9%	5.9%	7.1%	-	-	
Somewhat	14.1%	16.1%	6.4%	18.1%	11.0%	9.9%	20.6%	12.7%	24.6%	22.9%	1.1%	1.7%	-	15.7%	-	0.4%	28.3%	16.3%	14.2%	26.7%	-	
MODERATE	23.1%	24.3%	17.7%	24.8%	19.0%	21.2%	26.3%	22.7%	28.1%	30.6%	12.5%	12.8%	7.1%	24.5%	7.1%	9.7%	30.8%	31.1%	30.5%	34.0%	-	
CONSERVATIVE	47.9%	42.5%	68.5%	43.2%	56.4%	56.8%	34.2%	53.4%	18.6%	26.1%	81.5%	79.7%	87.7%	44.4%	87.7%	85.8%	9.2%	41.2%	44.5%	25.1%	-	
Somewhat	23.7%	23.5%	23.3%	23.0%	24.8%	28.1%	17.2%	27.3%	5.5%	16.6%	32.3%	34.8%	31.4%	22.8%	31.4%	36.5%	7.1%	24.8%	29.9%	-	-	
Very	24.2%	19.1%	45.3%	20.2%	31.6%	28.7%	17.0%	26.1%	13.1%	9.5%	49.3%	44.9%	56.3%	21.6%	56.3%	49.3%	2.1%	16.4%	14.7%	25.1%	-	
DK/REFUSED	4.3%	5.1%	1.6%	4.6%	3.9%	4.0%	4.2%	3.6%	6.8%	4.0%	3.1%	4.9%	-	4.3%	-	1.2%	6.9%	5.5%	3.7%	14.2%	-	
Net Diff.	23.2%	14.5%	56.4%	15.9%	35.8%	38.7%	-1.3%	33.2%	-27.8%	-13.2%	78.7%	77.2%	82.6%	17.7%	82.6%	82.5%	-44.0%	19.0%	23.2%	-1.6%	-	
Mean	3.38	3.23	3.97	3.28	3.60	3.62	3.01	3.54	2.61	2.79	4.30	4.27	4.34	3.29	4.34	4.30	2.28	3.31	3.32	3.27	-	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
LIBERAL	24.7%	3.9%	47.0%	17.8%	2.7%	55.9%	27.8%	2.5%	56.9%	17.3%	9.9%	48.6%	34.4%	22.1%	46.6%	33.4%
Very	10.6%	3.9%	22.0%	3.9%	2.0%	26.1%	8.3%	2.1%	23.9%	6.4%	9.9%	26.1%	4.7%	22.1%	25.1%	-
Somewhat	14.1%	-	24.9%	13.8%	0.7%	29.8%	19.5%	0.4%	33.0%	10.9%	-	22.5%	29.7%	-	21.5%	33.4%
MODERATE	23.1%	8.0%	41.2%	27.0%	11.2%	26.2%	36.3%	9.5%	32.9%	30.5%	12.3%	28.2%	32.4%	9.3%	31.3%	37.7%
CONSERVATIVE	47.9%	87.1%	7.1%	48.6%	84.6%	10.1%	31.9%	87.1%	10.2%	46.0%	73.7%	7.9%	29.3%	62.0%	8.8%	25.2%
Somewhat	23.7%	37.1%	7.1%	31.8%	35.9%	7.1%	15.9%	35.5%	6.4%	28.8%	41.0%	7.9%	14.8%	27.6%	8.8%	12.8%
Very	24.2%	50.0%	-	16.8%	48.7%	3.0%	16.0%	51.6%	3.7%	17.2%	32.7%	-	14.5%	34.5%	-	12.4%
DK/REFUSED	4.3%	0.9%	4.7%	6.6%	1.5%	7.8%	4.1%	0.9%	-	6.2%	4.1%	15.3%	3.9%	6.6%	13.4%	3.7%
Net Diff.	23.2%	83.2%	-39.9%	30.8%	81.8%	-45.9%	4.0%	84.6%	-46.8%	28.7%	63.8%	-40.7%	-5.1%	39.9%	-37.8%	-8.2%
Mean	3.38	4.31	2.35	3.47	4.30	2.25	3.12	4.35	2.33	3.42	3.90	2.21	3.05	3.56	2.27	3.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY				IDEOLOGY					WHITE CONSERVATIVE	IDEOLOGY: MALE		IDEOLOGY: FEMALE		IDEOLOGY: WHITE				
		TRUMP SUPPORTER	TRADITIONAL REPUB.	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMO-CRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
LIBERAL	24.7%	0.7%	5.3%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-	-
Very	10.6%	-	5.3%	43.0%	100.0%	-	-	-	-	-	-	41.8%	-	-	43.6%	-	-	42.9%	-	-
Somewhat	14.1%	0.7%	-	57.0%	-	100.0%	-	-	-	-	-	58.2%	-	-	56.4%	-	-	57.1%	-	-
MODERATE	23.1%	6.4%	12.8%	-	-	-	100.0%	-	-	-	-	-	100.0%	-	-	100.0%	-	-	100.0%	-
CONSERVATIVE	47.9%	91.4%	81.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	-	-	100.0%
Somewhat	23.7%	32.1%	41.5%	-	-	-	-	49.4%	100.0%	-	63.2%	-	-	52.2%	-	-	46.4%	-	-	47.3%
Very	24.2%	59.3%	39.5%	-	-	-	-	50.6%	-	100.0%	36.8%	-	-	47.8%	-	-	53.6%	-	-	52.7%
DK/REFUSED	4.3%	1.5%	0.9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.2%	90.7%	75.7%	-100%	-100%	-100%	-	100.0%	100.0%	100.0%	100.0%	-100%	-	100.0%	-100%	-	100.0%	-100%	-	100.0%
Mean	3.38	4.52	4.11	1.57	1.00	2.00	3.00	4.51	4.00	5.00	4.37	1.58	3.00	4.48	1.56	3.00	4.54	1.57	3.00	4.53

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
LIBERAL	24.7%	100.0%	-	-	100.0%	-	-	2.2%	51.9%	5.4%	28.5%	23.7%	9.9%	40.4%	8.2%	31.4%	11.5%	47.3%	8.8%	33.9%
Very	10.6%	43.1%	-	-	43.2%	-	-	1.9%	21.4%	-	12.8%	10.0%	2.4%	19.6%	1.9%	15.0%	2.8%	23.0%	3.0%	16.5%
Somewhat	14.1%	56.9%	-	-	56.8%	-	-	0.3%	30.5%	5.4%	15.7%	13.7%	7.5%	20.9%	6.2%	16.4%	8.7%	24.3%	5.8%	17.4%
MODERATE	23.1%	-	100.0%	-	-	100.0%	-	11.0%	36.4%	46.4%	22.4%	23.7%	20.9%	25.5%	15.7%	26.9%	25.8%	24.4%	15.5%	28.9%
CONSERVATIVE	47.9%	-	-	100.0%	-	-	100.0%	83.9%	6.1%	33.6%	44.0%	50.0%	67.5%	30.6%	73.3%	38.2%	62.0%	24.7%	74.7%	36.2%
Somewhat	23.7%	-	-	60.8%	-	-	63.5%	39.2%	5.8%	18.1%	33.7%	20.1%	31.8%	16.2%	35.9%	22.0%	27.9%	11.8%	32.2%	20.7%
Very	24.2%	-	-	39.2%	-	-	36.5%	44.7%	0.3%	15.5%	10.3%	29.9%	35.7%	14.3%	37.4%	16.2%	34.1%	12.9%	42.6%	15.5%
DK/REFUSED	4.3%	-	-	-	-	-	-	2.9%	5.5%	14.6%	5.2%	2.6%	1.7%	3.5%	2.9%	3.5%	0.6%	3.5%	0.9%	1.0%
Net Diff.	23.2%	-100%	-	100.0%	-100%	-	100.0%	81.7%	-45.8%	28.3%	15.5%	26.3%	57.6%	-9.9%	65.1%	6.8%	50.5%	-22.6%	66.0%	2.3%
Mean	3.38	1.57	3.00	4.39	1.57	3.00	4.36	4.28	2.29	3.51	3.14	3.47	3.92	2.84	4.04	3.08	3.82	2.66	4.07	3.01

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	YES	NO	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
LIBERAL	24.7%	14.8%	53.1%	18.7%	56.6%	18.4%	40.4%	11.7%	42.3%	25.4%	39.3%	15.0%	36.4%	30.1%	46.2%	33.5%	45.8%	19.4%	29.7%	12.0%	24.7%	
Very	10.6%	-	25.5%	-	28.2%	8.7%	17.2%	5.6%	16.2%	12.0%	17.8%	6.8%	15.9%	15.2%	19.1%	14.1%	21.2%	9.7%	11.6%	6.5%	9.0%	
Somewhat	14.1%	14.8%	27.6%	18.7%	28.3%	9.6%	23.2%	6.1%	26.1%	13.4%	21.5%	8.1%	20.5%	14.9%	27.1%	19.3%	24.6%	9.7%	18.0%	5.5%	15.7%	
MODERATE	23.1%	43.6%	18.9%	55.1%	18.1%	21.6%	26.9%	23.9%	23.8%	19.2%	28.6%	19.2%	28.4%	29.9%	24.6%	30.3%	30.9%	20.6%	24.3%	21.2%	23.7%	
CONSERVATIVE	47.9%	36.5%	19.5%	26.2%	14.5%	59.2%	25.4%	63.2%	27.9%	55.0%	24.0%	64.9%	34.4%	39.5%	12.1%	35.5%	6.2%	56.8%	41.6%	64.6%	47.8%	
Somewhat	23.7%	28.5%	7.5%	19.8%	6.5%	29.5%	12.2%	30.4%	15.2%	28.7%	10.5%	30.0%	16.1%	26.6%	6.4%	25.5%	1.3%	26.5%	22.0%	30.5%	27.8%	
Very	24.2%	8.0%	12.1%	6.4%	7.9%	29.6%	13.2%	32.8%	12.7%	26.3%	13.5%	34.9%	18.3%	12.9%	5.7%	9.9%	4.8%	30.3%	19.6%	34.1%	20.0%	
DK/REFUSED	4.3%	5.1%	8.4%	-	10.9%	0.8%	7.3%	1.2%	6.0%	0.4%	8.0%	0.9%	0.7%	0.5%	17.1%	0.8%	17.1%	3.2%	4.4%	2.2%	3.8%	
Net Diff.	23.2%	21.7%	-33.5%	7.5%	-42.1%	40.8%	-15.0%	51.5%	-14.4%	29.5%	-15.3%	49.9%	-2.0%	9.5%	-34.2%	2.0%	-39.7%	37.3%	11.9%	52.6%	23.1%	
Mean	3.38	3.31	2.49	3.14	2.30	3.62	2.80	3.80	2.81	3.44	2.79	3.79	3.00	3.07	2.43	2.98	2.32	3.60	3.21	3.82	3.35	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
LIBERAL	24.7%	26.0%	33.5%	15.5%	24.6%	34.0%	40.4%	41.8%	39.9%	4.7%	46.7%	4.4%	36.8%	4.9%	53.7%	3.1%	42.4%	11.1%	54.7%	17.2%	52.2%
Very	10.6%	12.6%	13.7%	8.2%	9.1%	15.5%	16.9%	17.6%	17.5%	2.9%	19.3%	2.8%	14.2%	3.0%	22.9%	1.6%	18.1%	8.2%	21.7%	12.7%	20.3%
Somewhat	14.1%	13.4%	19.9%	7.3%	15.5%	18.5%	23.4%	24.2%	22.4%	1.8%	27.4%	1.6%	22.5%	1.9%	30.8%	1.5%	24.4%	2.9%	33.0%	4.4%	32.0%
MODERATE	23.1%	20.1%	24.7%	19.3%	22.5%	26.1%	28.0%	32.2%	30.6%	12.6%	33.6%	9.6%	38.8%	15.7%	30.0%	8.6%	37.1%	28.9%	27.2%	38.9%	28.1%
CONSERVATIVE	47.9%	49.8%	36.9%	64.2%	50.4%	28.4%	23.0%	17.3%	18.8%	78.9%	15.6%	81.3%	21.1%	76.5%	11.7%	85.4%	18.9%	51.7%	9.5%	39.4%	9.6%
Somewhat	23.7%	22.9%	17.6%	27.8%	26.5%	19.7%	12.7%	14.6%	9.9%	35.7%	12.3%	39.4%	16.3%	31.8%	9.5%	37.5%	13.8%	26.9%	9.5%	17.0%	9.6%
Very	24.2%	26.9%	19.3%	36.4%	24.0%	8.6%	10.4%	2.7%	8.9%	43.2%	3.3%	41.9%	4.8%	44.6%	2.3%	48.0%	5.1%	24.8%	-	22.4%	-
DK/REFUSED	4.3%	4.1%	4.9%	1.0%	2.5%	11.5%	8.6%	8.7%	10.7%	3.9%	4.1%	4.7%	3.4%	3.0%	4.6%	2.8%	1.6%	8.3%	8.6%	4.5%	10.1%
Net Diff.	23.2%	23.8%	3.4%	48.7%	25.8%	-5.6%	-17.3%	-24.5%	-21.2%	74.3%	-31.2%	76.8%	-15.7%	71.6%	-42.0%	82.3%	-23.5%	40.6%	-45.1%	22.3%	-42.6%
Mean	3.38	3.40	3.09	3.78	3.42	2.86	2.74	2.57	2.67	4.19	2.51	4.22	2.74	4.17	2.34	4.32	2.63	3.62	2.27	3.33	2.30



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	
		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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
LIBERAL	24.7%	4.0%	7.3%	-	4.5%	53.4%	41.3%	51.0%	63.3%	4.3%	42.8%	3.7%	60.4%	2.2%	48.5%	11.2%	62.5%	10.4%	62.6%
Very	10.6%	1.4%	3.8%	-	1.1%	23.7%	12.4%	19.5%	33.8%	2.0%	17.5%	0.7%	27.7%	0.8%	21.5%	3.7%	27.7%	5.2%	26.6%
Somewhat	14.1%	2.6%	3.5%	-	3.4%	29.7%	28.9%	31.5%	29.5%	2.3%	25.3%	3.0%	32.6%	1.4%	27.0%	7.5%	34.7%	5.2%	36.0%
MODERATE	23.1%	19.7%	9.1%	15.3%	25.0%	28.0%	23.3%	35.8%	27.9%	17.4%	32.3%	22.0%	25.1%	15.4%	32.2%	36.6%	20.1%	47.2%	19.4%
CONSERVATIVE	47.9%	73.8%	81.1%	79.4%	69.0%	13.4%	31.6%	7.2%	2.8%	75.8%	20.7%	71.7%	8.5%	79.8%	18.0%	49.8%	4.6%	38.8%	3.2%
Somewhat	23.7%	34.5%	29.0%	36.2%	35.8%	10.8%	26.2%	5.1%	2.0%	38.2%	15.9%	30.9%	7.4%	35.8%	14.1%	28.5%	4.6%	21.1%	3.2%
Very	24.2%	39.2%	52.1%	43.3%	33.2%	2.6%	5.3%	2.2%	0.8%	37.7%	4.8%	40.8%	1.1%	44.0%	4.0%	21.3%	-	17.7%	-
DK/REFUSED	4.3%	2.5%	2.5%	5.2%	1.5%	5.3%	3.8%	5.9%	6.0%	2.4%	4.2%	2.6%	6.0%	2.5%	1.3%	2.5%	12.8%	3.6%	14.8%
Net Diff.	23.2%	69.7%	73.8%	79.4%	64.5%	-40.0%	-9.8%	-43.8%	-60.5%	71.5%	-22.2%	67.9%	-51.9%	77.6%	-30.5%	38.6%	-57.8%	28.4%	-59.4%
Mean	3.38	4.10	4.25	4.29	3.98	2.36	2.82	2.35	2.00	4.10	2.64	4.11	2.17	4.24	2.51	3.58	2.02	3.42	1.99

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
LIBERAL	24.7%	19.9%	38.1%	40.6%	16.3%	49.9%	43.2%	10.0%	46.1%	50.6%	14.0%	55.1%	-	28.7%	32.9%	35.0%	17.7%	28.0%	50.2%
Very	10.6%	8.5%	16.4%	17.5%	4.8%	31.5%	-	3.7%	20.8%	20.4%	-	38.9%	-	12.8%	13.6%	16.0%	7.6%	-	-
Somewhat	14.1%	11.3%	21.7%	23.1%	11.5%	18.4%	43.2%	6.3%	25.3%	30.3%	14.0%	16.2%	-	15.9%	19.3%	19.0%	10.1%	28.0%	50.2%
MODERATE	23.1%	21.5%	27.3%	31.2%	22.7%	6.4%	13.9%	21.7%	25.5%	27.7%	41.9%	-	100.0%	21.4%	28.5%	33.1%	11.7%	33.4%	-
CONSERVATIVE	47.9%	56.3%	24.9%	18.2%	44.3%	43.7%	42.9%	65.5%	20.4%	17.8%	2.6%	44.9%	-	48.0%	27.7%	18.5%	68.3%	38.7%	49.8%
Somewhat	23.7%	26.6%	15.1%	11.6%	19.6%	43.7%	-	32.3%	16.9%	12.6%	2.6%	44.9%	-	21.5%	14.0%	11.0%	29.3%	38.7%	-
Very	24.2%	29.7%	9.8%	6.6%	24.8%	-	42.9%	33.2%	3.6%	5.2%	-	-	-	26.5%	13.7%	7.4%	39.0%	-	49.8%
DK/REFUSED	4.3%	2.3%	9.8%	10.0%	16.6%	-	-	2.8%	8.0%	3.8%	41.6%	-	-	2.0%	10.9%	13.5%	2.3%	-	-
Net Diff.	23.2%	36.4%	-13.2%	-22.4%	28.0%	-6.2%	-0.3%	55.5%	-25.6%	-32.8%	-11.4%	-10.2%	-	19.3%	-5.2%	-16.5%	50.6%	10.7%	-0.3%
Mean	3.38	3.59	2.78	2.63	3.57	2.62	3.43	3.87	2.53	2.50	2.80	2.51	3.00	3.34	2.94	2.71	3.84	3.11	3.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
LIBERAL	24.7%	38.2%	31.5%	26.8%	17.5%	14.6%	34.3%	20.6%	30.5%	16.0%	27.3%	14.6%	24.9%	15.6%	24.5%	9.2%	21.9%	7.1%
Very	10.6%	18.4%	7.6%	12.8%	9.5%	5.7%	12.2%	9.8%	12.5%	7.5%	11.8%	5.7%	6.1%	8.5%	8.4%	6.6%	8.7%	4.5%
Somewhat	14.1%	19.8%	23.9%	14.0%	8.0%	8.9%	22.2%	10.9%	18.0%	8.5%	15.6%	8.9%	18.9%	7.1%	16.0%	2.6%	13.2%	2.6%
MODERATE	23.1%	19.7%	11.9%	22.8%	32.6%	26.1%	15.2%	26.4%	19.1%	29.2%	22.4%	26.1%	15.3%	25.9%	17.6%	30.3%	20.1%	30.9%
CONSERVATIVE	47.9%	37.0%	48.9%	43.7%	49.8%	57.6%	43.9%	49.5%	43.8%	53.9%	45.2%	57.6%	54.6%	55.1%	51.4%	60.5%	52.8%	62.0%
Somewhat	23.7%	16.9%	31.5%	19.8%	22.6%	27.4%	25.4%	22.8%	22.5%	25.1%	22.5%	27.4%	31.0%	27.6%	27.8%	30.0%	28.5%	29.2%
Very	24.2%	20.1%	17.4%	23.9%	27.3%	30.2%	18.5%	26.7%	21.3%	28.8%	22.7%	30.2%	23.5%	27.5%	23.6%	30.4%	24.3%	32.8%
DK/REFUSED	4.3%	5.1%	7.7%	6.7%	-	1.7%	6.6%	3.4%	6.7%	0.9%	5.1%	1.7%	5.3%	3.4%	6.6%	-	5.2%	-
Net Diff.	23.2%	-1.2%	17.4%	16.9%	32.3%	43.0%	9.6%	28.9%	13.3%	38.0%	17.9%	43.0%	29.6%	39.5%	26.9%	51.3%	31.0%	54.8%
Mean	3.38	3.00	3.29	3.30	3.50	3.69	3.17	3.47	3.24	3.60	3.30	3.69	3.50	3.61	3.45	3.75	3.49	3.83

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
LIBERAL	24.7%	43.1%	24.6%	35.6%	21.3%	31.6%	21.7%	18.5%	29.8%	15.5%	33.7%	25.2%	38.3%	25.8%	23.4%	27.3%	22.9%
Very	10.6%	17.8%	10.8%	15.9%	8.1%	14.2%	6.7%	7.7%	13.0%	6.4%	17.3%	8.3%	20.0%	14.1%	9.2%	10.3%	9.7%
Somewhat	14.1%	25.2%	13.8%	19.6%	13.1%	17.4%	15.0%	10.8%	16.8%	9.2%	16.4%	16.9%	18.3%	11.7%	14.2%	17.0%	13.2%
MODERATE	23.1%	15.1%	26.9%	20.4%	28.3%	24.1%	21.6%	22.6%	23.5%	26.3%	23.0%	19.7%	56.8%	19.8%	26.2%	20.0%	23.8%
CONSERVATIVE	47.9%	33.9%	45.2%	37.3%	48.9%	39.2%	53.4%	54.9%	42.1%	54.4%	38.0%	51.1%	4.9%	47.5%	45.9%	45.9%	51.2%
Somewhat	23.7%	20.1%	19.0%	18.0%	21.3%	17.8%	25.7%	28.7%	19.6%	26.4%	21.0%	23.5%	4.9%	29.7%	24.6%	20.6%	23.5%
Very	24.2%	13.8%	26.1%	19.3%	27.6%	21.5%	27.8%	26.2%	22.6%	27.9%	17.0%	27.6%	-	17.8%	21.2%	25.3%	27.7%
DK/REFUSED	4.3%	7.9%	3.4%	6.8%	1.6%	5.0%	3.3%	4.0%	4.6%	3.8%	5.3%	4.0%	-	6.9%	4.5%	6.8%	2.2%
Net Diff.	23.2%	-9.2%	20.6%	1.7%	27.6%	7.6%	31.8%	36.4%	12.3%	38.9%	4.2%	25.8%	-33.4%	21.7%	22.4%	18.6%	28.3%
Mean	3.38	2.86	3.37	3.05	3.48	3.16	3.55	3.57	3.23	3.63	3.04	3.47	2.47	3.27	3.36	3.36	3.47

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
LIBERAL	24.7%	14.8%	31.9%	31.4%	32.5%	21.2%	17.7%	4.4%	3.5%	8.8%	36.8%	43.4%	59.0%	42.0%
Very	10.6%	5.7%	12.6%	16.8%	15.2%	6.8%	6.2%	1.5%	1.8%	-	-	11.0%	-	12.0%
Somewhat	14.1%	9.1%	19.3%	14.6%	17.3%	14.4%	11.5%	2.9%	1.7%	8.8%	36.8%	32.3%	59.0%	30.0%
MODERATE	23.1%	19.9%	23.6%	33.9%	18.2%	21.1%	25.4%	15.8%	19.1%	-	61.6%	48.0%	41.0%	48.6%
CONSERVATIVE	47.9%	57.5%	39.4%	32.1%	49.3%	57.7%	44.5%	79.8%	77.4%	91.2%	1.6%	6.0%	-	6.5%
Somewhat	23.7%	32.3%	17.8%	14.0%	28.0%	17.9%	33.0%	41.0%	30.8%	91.2%	-	2.1%	-	2.3%
Very	24.2%	25.2%	21.6%	18.1%	21.3%	39.8%	11.5%	38.7%	46.7%	-	1.6%	3.9%	-	4.2%
DK/REFUSED	4.3%	7.7%	5.1%	2.6%	-	-	12.4%	-	-	-	-	2.7%	-	2.9%
Net Diff.	23.2%	42.7%	7.6%	0.7%	16.9%	36.5%	26.8%	75.4%	73.9%	82.3%	-35.2%	-37.4%	-59.0%	-35.5%
Mean	3.38	3.67	3.17	3.02	3.23	3.70	3.37	4.13	4.19	3.82	2.66	2.54	2.41	2.55

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
DONALD TRUMP	53.0%	46.3%	52.5%	67.8%	52.4%	56.9%	52.8%	64.7%	94.8%	95.2%	85.6%	2.6%	2.8%	-	34.2%
JOE BIDEN	45.0%	51.8%	45.5%	30.0%	45.9%	38.9%	43.6%	30.0%	3.2%	2.8%	14.4%	96.1%	95.9%	100.0%	58.6%
OTHER	1.0%	0.9%	1.0%	1.2%	0.9%	1.7%	1.1%	2.8%	0.9%	1.0%	-	0.5%	0.5%	-	4.6%
DK/REFUSED	1.0%	1.0%	1.0%	1.0%	0.8%	2.5%	2.5%	2.6%	1.0%	1.0%	-	0.7%	0.8%	-	2.6%
Net Diff.	8.0%	-5.5%	7.1%	37.8%	6.5%	18.1%	9.2%	34.7%	91.6%	92.3%	71.1%	-93.5%	-93.1%	-100%	-24.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
DONALD TRUMP	53.0%	86.9%	8.4%	45.7%	54.3%	20.9%	85.4%	47.9%	59.4%	66.2%	-	45.5%	46.3%
JOE BIDEN	45.0%	10.2%	89.9%	51.5%	44.5%	75.9%	11.8%	50.4%	39.0%	23.3%	92.0%	50.9%	51.0%
OTHER	1.0%	1.7%	-	1.4%	0.7%	1.0%	2.4%	0.5%	1.0%	3.8%	-	1.3%	1.1%
DK/REFUSED	1.0%	1.2%	1.7%	1.5%	0.4%	2.2%	0.5%	1.3%	0.6%	6.7%	8.0%	2.3%	1.6%
Net Diff.	8.0%	76.7%	-81.4%	-5.8%	9.8%	-55.0%	73.6%	-2.5%	20.4%	42.8%	-92.0%	-5.4%	-4.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
DONALD TRUMP	53.0%	70.7%	26.2%	57.1%	43.2%	9.8%	22.2%	49.5%	95.2%	95.4%	90.2%	2.5%	2.6%	-	33.5%
JOE BIDEN	45.0%	27.3%	72.3%	41.9%	54.2%	88.5%	74.7%	44.1%	2.7%	2.5%	9.8%	96.4%	96.7%	90.8%	53.1%
OTHER	1.0%	0.9%	0.2%	0.6%	2.0%	0.6%	2.7%	2.2%	1.0%	1.0%	-	0.5%	0.3%	5.5%	8.0%
DK/REFUSED	1.0%	1.1%	1.2%	0.4%	0.7%	1.1%	0.5%	4.2%	1.1%	1.1%	-	0.6%	0.5%	3.7%	5.4%
Net Diff.	8.0%	43.3%	-46.1%	15.2%	-11.0%	-78.6%	-52.5%	5.4%	92.6%	92.9%	80.4%	-94.0%	-94.1%	-90.8%	-19.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDE	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
DONALD TRUMP	53.0%	93.9%	94.0%	92.4%	2.1%	1.8%	7.6%	47.6%	93.3%	36.2%
JOE BIDEN	45.0%	4.3%	4.1%	7.6%	96.4%	96.7%	89.4%	45.7%	4.5%	48.3%
OTHER	1.0%	1.0%	1.1%	-	0.5%	0.6%	-	3.9%	1.6%	8.1%
DK/REFUSED	1.0%	0.8%	0.8%	-	1.0%	0.9%	3.0%	2.8%	0.6%	7.4%
Net Diff.	8.0%	89.6%	89.8%	84.8%	-94.3%	-94.9%	-81.7%	1.9%	88.9%	-12.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
DONALD TRUMP	53.0%	47.2%	72.9%	47.9%	62.7%	62.8%	37.5%	60.0%	19.7%	28.1%	90.1%	90.2%	82.3%	49.4%	82.3%	94.4%	9.4%	46.9%	47.4%	44.4%	-
JOE BIDEN	45.0%	51.5%	22.6%	50.5%	35.4%	35.2%	60.4%	37.8%	79.8%	70.2%	7.9%	7.7%	14.6%	48.8%	14.6%	4.4%	89.4%	49.4%	49.2%	50.6%	-
OTHER	1.0%	0.9%	1.5%	1.2%	0.6%	0.9%	1.2%	1.1%	0.3%	1.0%	1.0%	1.1%	0.9%	1.0%	0.9%	0.4%	0.3%	2.3%	1.8%	5.0%	-
DK/REFUSED	1.0%	0.5%	2.9%	0.4%	1.2%	1.2%	0.9%	1.1%	0.2%	0.7%	1.1%	0.9%	2.2%	0.8%	2.2%	0.8%	0.9%	1.3%	1.6%	-	-
Net Diff.	8.0%	-4.3%	50.3%	-2.6%	27.3%	27.7%	-22.9%	22.2%	-60.0%	-42.0%	82.2%	82.5%	67.7%	0.5%	67.7%	90.0%	-80.0%	-2.5%	-1.7%	-6.2%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
DONALD TRUMP	53.0%	93.5%	11.0%	48.3%	95.3%	8.7%	45.2%	94.7%	14.6%	53.5%	92.1%	3.0%	30.8%	90.4%	3.4%	28.1%
JOE BIDEN	45.0%	5.3%	86.9%	48.9%	3.6%	90.4%	50.0%	4.3%	84.3%	44.6%	5.4%	95.7%	61.2%	6.6%	95.2%	67.1%
OTHER	1.0%	0.7%	0.9%	2.0%	0.2%	-	2.8%	0.3%	0.4%	1.1%	1.4%	0.2%	5.3%	3.0%	0.2%	4.7%
DK/REFUSED	1.0%	0.6%	1.1%	0.7%	0.9%	0.9%	2.1%	0.7%	0.8%	0.8%	1.1%	1.1%	2.7%	-	1.2%	-
Net Diff.	8.0%	88.2%	-76.0%	-0.7%	91.7%	-81.7%	-4.7%	90.3%	-69.7%	8.9%	86.7%	-92.6%	-30.4%	83.8%	-91.8%	-39.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

17. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:	
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUB.	LIBERAL	Very	Some-what	MOD-ERATE	CONSERVATIVE	Some-what	Very	DEMO-CRATS	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
DONALD TRUMP	53.0%	99.7%	88.6%	4.7%	9.5%	1.0%	25.2%	92.9%	87.8%	97.9%	90.1%	8.2%	18.2%	92.9%	2.9%	30.7%	92.8%	5.3%	28.3%	96.0%
JOE BIDEN	45.0%	-	9.2%	94.4%	90.5%	97.4%	71.1%	5.8%	11.0%	0.7%	7.7%	89.8%	78.0%	6.1%	96.8%	65.7%	5.4%	94.7%	69.1%	2.7%
OTHER	1.0%	0.3%	0.8%	0.2%	-	0.4%	2.0%	0.7%	0.8%	0.6%	-	0.6%	2.2%	0.8%	-	1.9%	0.5%	-	1.3%	0.5%
DK/REFUSED	1.0%	-	1.4%	0.7%	-	1.2%	1.6%	0.7%	0.5%	0.8%	2.3%	1.3%	1.6%	0.1%	0.3%	1.7%	1.2%	-	1.3%	0.8%
Net Diff.	8.0%	99.7%	79.5%	-89.8%	-81.0%	-96.4%	-45.9%	87.1%	76.8%	97.2%	82.4%	-81.6%	-59.8%	86.8%	-93.9%	-35.0%	87.4%	-89.5%	-40.8%	93.3%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

17. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 8

	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
DONALD TRUMP	53.0%	3.8%	18.6%	73.5%	4.8%	16.8%	54.9%	100.0%	-	-	45.6%	55.4%	73.6%	32.9%	78.2%	36.2%	69.4%	30.3%	84.0%	37.2%
JOE BIDEN	45.0%	94.0%	75.5%	24.7%	93.2%	79.9%	42.8%	-	100.0%	-	51.4%	43.3%	24.5%	65.6%	19.9%	62.0%	28.8%	68.3%	14.2%	62.2%
OTHER	1.0%	0.5%	3.5%	1.8%	0.7%	2.5%	2.3%	-	-	100.0%	1.2%	0.7%	0.7%	1.3%	1.3%	1.4%	0.2%	1.2%	0.7%	0.5%
DK/REFUSED	1.0%	1.6%	2.4%	-	1.3%	0.7%	-	-	-	-	1.8%	0.6%	1.2%	0.3%	0.6%	0.4%	1.7%	0.2%	1.0%	0.1%
Net Diff.	8.0%	-90.2%	-56.8%	48.8%	-88.3%	-63.1%	12.1%	100.0%	-100%	-	-5.7%	12.1%	49.2%	-32.7%	58.3%	-25.7%	40.6%	-38.0%	69.9%	-25.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
DONALD TRUMP	53.0%	29.9%	24.4%	17.9%	19.7%	60.9%	30.5%	65.2%	29.0%	56.5%	31.4%	68.3%	40.0%	35.8%	16.4%	25.9%	12.8%	61.0%	45.9%	64.8%	51.7%
JOE BIDEN	45.0%	67.7%	72.1%	79.1%	78.2%	37.1%	68.2%	33.4%	68.6%	41.0%	68.0%	30.5%	59.0%	59.8%	81.9%	69.7%	85.7%	37.2%	52.0%	33.6%	45.8%
OTHER	1.0%	0.6%	2.9%	0.8%	2.2%	1.2%	0.8%	1.2%	1.2%	1.2%	0.5%	0.5%	0.8%	3.5%	0.6%	3.8%	0.5%	0.6%	1.4%	0.4%	2.1%
DK/REFUSED	1.0%	1.8%	0.6%	2.2%	-	0.8%	0.5%	0.2%	1.2%	1.3%	0.2%	0.7%	0.2%	0.9%	1.1%	0.6%	1.0%	1.2%	0.8%	1.2%	0.4%
Net Diff.	8.0%	-37.8%	-47.7%	-61.3%	-58.5%	23.8%	-37.7%	31.8%	-39.6%	15.4%	-36.6%	37.9%	-18.9%	-24.0%	-65.5%	-43.7%	-72.9%	23.8%	-6.1%	31.2%	6.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

17. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
DONALD TRUMP	53.0%	57.6%	41.4%	69.5%	56.4%	29.2%	23.7%	19.6%	17.5%	88.9%	14.8%	87.6%	20.5%	90.2%	10.9%	94.5%	21.2%	65.6%	3.1%	58.0%	1.6%
JOE BIDEN	45.0%	40.4%	56.8%	29.4%	42.0%	66.7%	73.0%	76.9%	80.5%	9.0%	83.5%	9.6%	78.4%	8.3%	87.1%	4.1%	77.5%	29.4%	94.6%	37.8%	97.4%
OTHER	1.0%	0.7%	0.8%	0.3%	0.9%	1.5%	2.5%	2.0%	1.7%	1.0%	1.0%	1.4%	1.1%	0.6%	0.8%	0.8%	0.4%	2.0%	2.0%	2.4%	1.1%
DK/REFUSED	1.0%	1.2%	1.0%	0.8%	0.7%	2.6%	0.8%	1.5%	0.4%	1.1%	0.7%	1.3%	-	0.9%	1.2%	0.6%	0.9%	3.1%	0.3%	1.8%	-
Net Diff.	8.0%	17.3%	-15.4%	40.1%	14.3%	-37.5%	-49.3%	-57.2%	-63.0%	79.9%	-68.7%	78.0%	-57.9%	81.9%	-76.2%	90.4%	-56.3%	36.2%	-91.4%	20.2%	-95.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

17. And just for statistical purposes, regardless of how you may feel today, for whom did you vote in the 2020 election for President of the United States?

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON					
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.						
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
DONALD TRUMP	53.0%	83.0%	92.2%	90.4%	76.9%	14.0%	32.5%	4.5%	4.7%	80.8%	21.3%	85.1%	9.1%	90.1%	18.9%	54.8%	4.8%	43.7%	3.2%
JOE BIDEN	45.0%	15.1%	5.8%	8.0%	21.2%	84.1%	63.5%	95.5%	94.1%	17.1%	76.6%	13.2%	89.2%	8.5%	80.0%	41.4%	91.8%	53.4%	94.9%
OTHER	1.0%	1.0%	2.0%	0.6%	0.9%	0.9%	2.2%	-	0.4%	1.5%	1.1%	0.6%	0.9%	0.8%	0.4%	2.1%	1.9%	2.3%	1.0%
DK/REFUSED	1.0%	0.8%	-	1.1%	1.0%	0.9%	1.8%	-	0.7%	0.6%	1.1%	1.1%	0.8%	0.6%	0.6%	1.7%	1.4%	0.6%	0.9%
Net Diff.	8.0%	67.8%	86.4%	82.3%	55.8%	-70.1%	-31.1%	-90.9%	-89.4%	63.8%	-55.3%	71.9%	-80.0%	81.6%	-61.1%	13.4%	-87.1%	-9.7%	-91.7%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
DONALD TRUMP	53.0%	63.0%	25.6%	18.3%	48.8%	39.5%	56.8%	70.2%	18.9%	15.7%	-	39.8%	100.0%	56.7%	29.9%	19.7%	76.8%	38.7%	49.8%
JOE BIDEN	45.0%	35.6%	70.6%	79.2%	38.4%	59.5%	43.2%	28.9%	75.6%	80.3%	78.5%	60.2%	-	41.7%	67.4%	78.6%	15.4%	56.5%	50.2%
OTHER	1.0%	0.6%	2.1%	1.8%	5.2%	0.9%	-	0.8%	2.8%	2.4%	8.7%	-	-	0.4%	1.7%	1.4%	3.2%	4.9%	-
DK/REFUSED	1.0%	0.8%	1.6%	0.8%	7.7%	-	-	0.2%	2.7%	1.5%	12.8%	-	-	1.3%	1.0%	0.4%	4.7%	-	-
Net Diff.	8.0%	27.4%	-45.1%	-60.9%	10.4%	-20.0%	13.7%	41.3%	-56.8%	-64.6%	-78.5%	-20.5%	100.0%	15.0%	-37.5%	-58.9%	61.4%	-17.8%	-0.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
DONALD TRUMP	53.0%	43.3%	53.3%	46.8%	55.9%	64.7%	49.1%	54.6%	47.9%	60.5%	49.9%	64.7%	53.1%	60.4%	53.3%	65.7%	53.9%	72.4%
JOE BIDEN	45.0%	55.5%	42.9%	51.2%	42.2%	34.2%	48.2%	43.7%	49.7%	38.0%	47.9%	34.2%	43.8%	38.1%	44.7%	32.3%	43.8%	26.6%
OTHER	1.0%	1.0%	1.8%	1.2%	0.7%	0.3%	1.5%	0.8%	1.3%	0.5%	1.2%	0.3%	1.9%	1.0%	1.4%	1.1%	1.4%	0.7%
DK/REFUSED	1.0%	0.2%	1.9%	0.8%	1.2%	0.8%	1.2%	0.9%	1.0%	1.0%	1.1%	0.8%	1.3%	0.5%	0.7%	0.9%	0.9%	0.3%
Net Diff.	8.0%	-12.2%	10.5%	-4.4%	13.8%	30.5%	0.9%	10.9%	-1.8%	22.5%	2.0%	30.5%	9.3%	22.3%	8.5%	33.4%	10.1%	45.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	TEXT	NEWLY REGISTERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
DONALD TRUMP	53.0%	45.4%	50.1%	43.4%	56.5%	46.7%	57.3%	58.1%	48.8%	61.8%	39.5%	57.3%	9.5%	51.3%	53.9%	50.8%	56.0%
JOE BIDEN	45.0%	52.3%	48.0%	54.0%	42.4%	51.1%	41.4%	39.9%	49.2%	36.5%	58.2%	40.5%	77.9%	45.2%	42.3%	47.4%	43.4%
OTHER	1.0%	1.1%	0.7%	1.3%	-	1.0%	-	1.3%	0.8%	0.8%	1.2%	1.0%	3.0%	1.4%	2.6%	0.7%	0.5%
DK/REFUSED	1.0%	1.2%	1.2%	1.3%	1.0%	1.2%	1.3%	0.8%	1.2%	0.9%	1.0%	1.2%	9.6%	2.1%	1.2%	1.1%	0.2%
Net Diff.	8.0%	-6.9%	2.1%	-10.6%	14.1%	-4.4%	15.9%	18.2%	-0.4%	25.3%	-18.7%	16.8%	-68.4%	6.1%	11.6%	3.4%	12.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	NONE	VOTED GOP	Only Gop	Majo- rity Gop	GOP/ DEM EQUAL	VOTE DEM	Majo- rity Dem	Only Dem	
Total	300	105	70	51	41	33	37	27	22	5	5	27	2	25	
DONALD TRUMP	53.0%	61.1%	43.9%	43.1%	52.5%	62.6%	49.4%	82.8%	81.1%	91.2%	26.1%	11.7%	-	12.7%	
JOE BIDEN	45.0%	35.1%	55.0%	54.6%	47.5%	37.2%	44.4%	15.0%	16.2%	8.8%	70.9%	86.4%	100.0%	85.2%	
OTHER	1.0%	1.6%	0.6%	1.7%	-	0.2%	3.5%	1.1%	1.3%	-	3.0%	1.9%	-	2.1%	
DK/REFUSED	1.0%	2.2%	0.5%	0.6%	-	-	2.7%	1.1%	1.3%	-	-	-	-	-	
Net Diff.	8.0%	25.9%	-11.1%	-11.5%	5.0%	25.4%	5.1%	67.9%	64.9%	82.3%	-44.9%	-74.7%	-100%	-72.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
YES	27.9%	32.8%	27.0%	19.5%	28.2%	25.5%	15.6%	44.0%	26.2%	26.8%	9.2%	29.7%	27.7%	61.2%	29.6%
NO	70.3%	63.7%	71.8%	80.5%	69.8%	74.0%	83.6%	56.0%	71.1%	71.2%	67.5%	69.4%	71.4%	38.8%	69.5%
DK/REFUSED	1.9%	3.5%	1.2%	-	2.1%	0.5%	0.8%	-	2.7%	2.0%	23.3%	0.9%	0.9%	-	0.9%
Net Diff.	-42.4%	-30.9%	-44.7%	-61.1%	-41.6%	-48.5%	-68.0%	-12.0%	-44.9%	-44.4%	-58.3%	-39.7%	-43.6%	22.4%	-40.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
YES	27.9%	31.3%	23.8%	30.0%	26.0%	40.1%	29.7%	21.8%	26.3%	47.9%	-	32.2%	30.9%
NO	70.3%	68.6%	76.2%	68.0%	70.7%	59.7%	70.3%	75.8%	71.3%	50.9%	100.0%	67.6%	67.8%
DK/REFUSED	1.9%	0.1%	-	2.0%	3.3%	0.2%	-	2.4%	2.4%	1.1%	-	0.2%	1.3%
Net Diff.	-42.4%	-37.4%	-52.4%	-38.0%	-44.7%	-19.5%	-40.7%	-54.0%	-45.0%	-3.0%	-100%	-35.4%	-36.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 3

	IMPORTANT ISSUES								U.S. SENATE BALLOT						
	TOTAL	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED
Total	300	128	34	62	32	15	20	9	160	155	5	130	126	5	9
YES	27.9%	28.7%	18.2%	26.2%	43.9%	31.6%	23.4%	11.6%	26.4%	26.3%	28.9%	29.0%	28.3%	49.0%	36.6%
NO	70.3%	68.5%	81.8%	73.1%	56.1%	68.4%	76.6%	71.9%	71.0%	71.0%	71.1%	70.2%	71.1%	45.5%	59.6%
DK/REFUSED	1.9%	2.8%	-	0.7%	-	-	-	16.4%	2.6%	2.7%	-	0.8%	0.6%	5.5%	3.8%
Net Diff.	-42.4%	-39.8%	-63.7%	-46.9%	-12.3%	-36.8%	-53.1%	-60.3%	-44.6%	-44.7%	-42.2%	-41.2%	-42.8%	3.5%	-23.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
YES	27.9%	25.6%	24.6%	49.2%	30.7%	30.8%	27.5%	28.1%	30.5%	34.0%
NO	70.3%	71.8%	72.6%	50.8%	68.5%	68.3%	72.5%	69.9%	69.3%	60.8%
DK/REFUSED	1.9%	2.6%	2.7%	-	0.9%	0.9%	-	2.0%	0.2%	5.2%
Net Diff.	-42.4%	-46.2%	-48.0%	-1.5%	-37.8%	-37.5%	-45.1%	-41.8%	-38.8%	-26.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	TOTAL																REGISTERED PARTY					DK/Ref
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other			
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE								
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
YES	27.9%	29.8%	19.4%	29.0%	21.4%	28.6%	28.3%	27.0%	33.8%	29.4%	24.2%	24.6%	21.2%	27.7%	21.2%	21.7%	26.3%	36.4%	34.8%	44.1%	-	
NO	70.3%	68.2%	79.3%	68.0%	77.5%	69.4%	70.6%	71.1%	64.4%	69.9%	71.8%	71.0%	78.3%	70.3%	78.3%	76.9%	73.3%	59.8%	62.4%	47.2%	-	
DK/REFUSED	1.9%	2.0%	1.3%	3.0%	1.1%	2.0%	1.1%	1.9%	1.8%	0.7%	4.1%	4.4%	0.5%	2.0%	0.5%	1.4%	0.4%	3.8%	2.7%	8.7%	-	
Net Diff.	-42.4%	-38.3%	-59.9%	-39.0%	-56.2%	-40.9%	-42.3%	-44.1%	-30.6%	-40.6%	-47.6%	-46.3%	-57.0%	-42.5%	-57.0%	-55.1%	-47.0%	-23.4%	-27.6%	-3.1%	-	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 6

	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK			
	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPU- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	
Total	300	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
YES	27.9%	22.3%	22.3%	42.8%	21.2%	28.1%	28.4%	19.6%	24.4%	36.9%	40.9%	28.6%	35.3%	62.6%	28.5%	37.8%
NO	70.3%	75.6%	77.7%	53.5%	78.0%	71.3%	67.8%	78.8%	74.8%	58.7%	59.1%	71.4%	62.6%	37.4%	71.5%	61.2%
DK/REFUSED	1.9%	2.1%	-	3.7%	0.7%	0.6%	3.8%	1.6%	0.8%	4.4%	-	-	2.2%	-	-	1.1%
Net Diff.	-42.4%	-53.3%	-55.5%	-10.7%	-56.8%	-43.2%	-39.4%	-59.3%	-50.4%	-21.8%	-18.2%	-42.7%	-27.3%	25.2%	-43.0%	-23.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
YES	27.9%	21.9%	20.3%	32.1%	33.6%	31.0%	27.0%	25.6%	39.6%	11.8%	26.8%	38.7%	26.6%	30.7%	28.7%	27.3%	20.1%	33.3%	26.8%	23.6%	
NO	70.3%	76.4%	78.6%	67.4%	66.4%	68.1%	72.4%	73.4%	59.7%	86.7%	73.2%	61.3%	72.0%	67.8%	70.5%	72.7%	79.2%	65.8%	72.4%	75.1%	
DK/REFUSED	1.9%	1.7%	1.1%	0.5%	-	0.9%	0.6%	1.1%	0.6%	1.5%	-	-	1.3%	1.5%	0.8%	-	0.6%	0.9%	0.9%	1.3%	
Net Diff.	-42.4%	-54.5%	-58.4%	-35.3%	-32.9%	-37.1%	-45.3%	-47.8%	-20.1%	-74.9%	-46.5%	-22.6%	-45.4%	-37.1%	-41.7%	-45.3%	-59.1%	-32.4%	-45.6%	-51.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
YES	27.9%	30.4%	27.6%	38.3%	28.9%	28.1%	45.0%	24.0%	31.8%	34.7%	100.0%	-	24.4%	29.5%	29.9%	29.9%	19.3%	29.2%	21.4%	31.5%
NO	70.3%	69.6%	72.4%	61.7%	71.1%	71.9%	55.0%	73.5%	67.6%	50.7%	-	100.0%	75.2%	69.3%	69.4%	68.0%	80.7%	70.3%	78.1%	67.0%
DK/REFUSED	1.9%	-	-	-	-	-	-	2.6%	0.6%	14.6%	-	-	0.4%	1.2%	0.8%	2.1%	-	0.5%	0.5%	1.5%
Net Diff.	-42.4%	-39.3%	-44.7%	-23.5%	-42.2%	-43.8%	-10.1%	-49.5%	-35.8%	-16.0%	100.0%	-100%	-50.8%	-39.8%	-39.5%	-38.2%	-61.4%	-41.0%	-56.7%	-35.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
YES	27.9%	37.4%	25.6%	33.9%	28.3%	26.4%	30.3%	26.8%	31.5%	25.9%	29.7%	24.6%	28.6%	32.6%	33.0%	28.9%	37.6%	20.5%	34.5%	26.7%	34.5%
NO	70.3%	62.6%	73.8%	66.1%	71.7%	72.8%	69.7%	71.7%	68.5%	73.9%	70.3%	74.4%	71.4%	66.8%	67.0%	70.4%	62.4%	78.6%	64.0%	71.6%	65.0%
DK/REFUSED	1.9%	-	0.5%	-	-	0.9%	-	1.5%	-	0.3%	-	1.0%	-	0.5%	-	0.8%	-	0.9%	1.5%	1.6%	0.5%
Net Diff.	-42.4%	-25.3%	-48.2%	-32.1%	-43.3%	-46.4%	-39.3%	-44.9%	-37.0%	-48.0%	-40.6%	-49.8%	-42.9%	-34.2%	-34.1%	-41.5%	-24.7%	-58.1%	-29.4%	-44.9%	-30.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
YES	27.9%	14.9%	34.6%	18.0%	34.7%	30.2%	34.2%	30.5%	36.3%	28.4%	29.0%	34.6%	26.9%	21.8%	30.4%	26.4%	28.8%	37.2%	29.2%	39.7%	29.5%
NO	70.3%	84.8%	63.1%	81.0%	63.3%	69.1%	65.4%	68.6%	63.7%	68.6%	70.6%	62.0%	72.6%	75.5%	69.2%	69.9%	70.7%	62.1%	70.3%	59.3%	70.5%
DK/REFUSED	1.9%	0.3%	2.3%	1.0%	2.0%	0.7%	0.5%	0.9%	-	3.1%	0.5%	3.4%	0.4%	2.7%	0.5%	3.7%	0.4%	0.7%	0.5%	1.0%	-
Net Diff.	-42.4%	-69.9%	-28.6%	-63.1%	-28.6%	-38.9%	-31.2%	-38.1%	-27.4%	-40.2%	-41.6%	-27.4%	-45.7%	-53.7%	-38.8%	-43.6%	-41.9%	-24.8%	-41.2%	-19.6%	-40.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
YES	27.9%	26.7%	20.8%	17.4%	32.4%	32.1%	36.7%	37.6%	26.2%	30.2%	34.1%	23.2%	30.7%	24.0%	32.3%	37.8%	31.7%	37.9%	33.6%
NO	70.3%	70.8%	78.6%	76.0%	66.1%	67.0%	62.3%	62.4%	72.7%	66.7%	64.6%	75.0%	68.7%	73.0%	66.7%	61.7%	67.8%	61.3%	66.4%
DK/REFUSED	1.9%	2.5%	0.6%	6.6%	1.5%	0.9%	1.0%	-	1.1%	3.1%	1.3%	1.8%	0.6%	3.0%	1.0%	0.6%	0.6%	0.8%	-
Net Diff.	-42.4%	-44.1%	-57.8%	-58.5%	-33.8%	-35.0%	-25.6%	-24.8%	-46.5%	-36.5%	-30.4%	-51.8%	-38.0%	-49.0%	-34.4%	-23.9%	-36.1%	-23.4%	-32.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African 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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
YES	27.9%	26.1%	32.7%	34.2%	18.3%	50.6%	12.7%	29.6%	33.4%	32.9%	9.7%	54.6%	-	23.1%	32.3%	34.9%	23.3%	33.4%	14.7%
NO	70.3%	71.6%	66.5%	65.5%	78.0%	49.4%	87.3%	67.7%	65.8%	67.1%	84.2%	45.4%	100.0%	75.1%	67.0%	64.6%	74.4%	66.6%	85.3%
DK/REFUSED	1.9%	2.3%	0.8%	0.3%	3.7%	-	-	2.8%	0.8%	-	6.1%	-	-	1.8%	0.7%	0.5%	2.3%	-	-
Net Diff.	-42.4%	-45.5%	-33.8%	-31.3%	-59.7%	1.1%	-74.7%	-38.1%	-32.5%	-34.2%	-74.6%	9.2%	-100%	-52.0%	-34.7%	-29.7%	-51.1%	-33.2%	-70.6%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
YES	27.9%	17.5%	59.3%	44.4%	7.9%	3.3%	41.7%	22.3%	43.1%	5.5%	34.6%	3.3%	43.3%	24.6%	45.2%	7.5%	38.2%	4.3%
NO	70.3%	78.4%	37.8%	53.7%	90.6%	96.7%	54.8%	76.5%	54.3%	93.8%	63.0%	96.7%	52.5%	73.9%	51.0%	92.5%	58.8%	95.7%
DK/REFUSED	1.9%	4.1%	3.0%	1.9%	1.5%	-	3.5%	1.2%	2.6%	0.7%	2.4%	-	4.2%	1.5%	3.8%	-	3.0%	-
Net Diff.	-42.4%	-60.8%	21.5%	-9.3%	-82.7%	-93.3%	-13.1%	-54.2%	-11.2%	-88.3%	-28.5%	-93.3%	-9.3%	-49.3%	-5.8%	-85.1%	-20.5%	-91.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
YES	27.9%	40.3%	20.5%	41.3%	4.0%	31.7%	2.4%	30.5%	25.7%	21.8%	37.0%	25.0%	65.2%	44.5%	30.0%	31.5%	18.0%
NO	70.3%	57.0%	78.5%	57.0%	94.8%	66.4%	97.6%	67.2%	72.8%	78.1%	61.6%	70.9%	34.8%	49.4%	68.7%	68.0%	80.7%
DK/REFUSED	1.9%	2.8%	1.0%	1.7%	1.2%	1.9%	-	2.3%	1.5%	0.2%	1.4%	4.1%	-	6.2%	1.3%	0.6%	1.3%
Net Diff.	-42.4%	-16.7%	-58.1%	-15.7%	-90.8%	-34.7%	-95.2%	-36.8%	-47.1%	-56.3%	-24.6%	-45.9%	30.4%	-4.9%	-38.7%	-36.5%	-62.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
YES	27.9%	37.9%	24.1%	20.5%	31.5%	10.3%	39.3%	31.2%	25.2%	60.7%	17.0%	41.5%	100.0%	36.3%	
NO	70.3%	57.8%	75.3%	79.0%	68.5%	88.4%	51.6%	68.8%	74.8%	39.3%	83.0%	57.6%	-	62.6%	
DK/REFUSED	1.9%	4.3%	0.6%	0.5%	-	1.3%	9.1%	-	-	-	-	0.9%	-	1.0%	
Net Diff.	-42.4%	-19.9%	-51.3%	-58.4%	-36.9%	-78.1%	-12.2%	-37.5%	-49.6%	21.5%	-65.9%	-16.1%	100.0%	-26.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
YES	45.5%	37.7%	46.1%	60.0%	45.6%	44.7%	54.1%	27.0%	63.1%	62.6%	76.7%	25.6%	26.1%	18.3%	28.9%
NO	47.0%	53.3%	47.0%	34.1%	47.3%	44.6%	41.0%	51.2%	28.9%	29.9%	-	67.4%	67.2%	69.5%	64.1%
DK/REFUSED	7.6%	9.0%	6.9%	6.0%	7.1%	10.8%	4.9%	21.8%	8.1%	7.5%	23.3%	7.0%	6.7%	12.2%	7.0%
Net Diff.	-1.5%	-15.6%	-0.9%	25.9%	-1.8%	0.1%	13.1%	-24.1%	34.2%	32.7%	76.7%	-41.7%	-41.1%	-51.3%	-35.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
YES	45.5%	65.9%	26.2%	36.5%	46.6%	29.1%	60.6%	42.5%	49.1%	53.9%	26.2%	46.7%	41.1%
NO	47.0%	31.4%	62.7%	54.1%	45.6%	62.3%	32.0%	50.3%	43.5%	46.1%	65.8%	46.9%	50.7%
DK/REFUSED	7.6%	2.7%	11.1%	9.4%	7.8%	8.6%	7.4%	7.2%	7.4%	-	8.0%	6.4%	8.2%
Net Diff.	-1.5%	34.5%	-36.5%	-17.6%	1.0%	-33.2%	28.6%	-7.9%	5.6%	7.8%	-39.6%	-0.2%	-9.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
YES	45.5%	53.0%	29.9%	49.7%	37.9%	31.1%	29.0%	54.4%	62.9%	63.2%	52.5%	24.9%	25.8%	-	32.2%
NO	47.0%	41.9%	57.9%	43.5%	54.0%	59.4%	63.3%	20.7%	29.6%	29.1%	47.5%	68.8%	67.7%	100.0%	40.5%
DK/REFUSED	7.6%	5.1%	12.1%	6.8%	8.1%	9.5%	7.7%	24.9%	7.4%	7.7%	-	6.3%	6.5%	-	27.3%
Net Diff.	-1.5%	11.1%	-28.0%	6.1%	-16.1%	-28.2%	-34.3%	33.7%	33.3%	34.2%	4.9%	-43.9%	-41.8%	-100%	-8.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
YES	45.5%	62.0%	61.7%	67.2%	24.0%	23.5%	34.7%	49.2%	66.2%	34.5%
NO	47.0%	30.1%	30.7%	16.5%	70.0%	70.3%	65.3%	35.4%	30.7%	41.3%
DK/REFUSED	7.6%	7.9%	7.6%	16.4%	5.9%	6.2%	-	15.5%	3.1%	24.2%
Net Diff.	-1.5%	31.8%	31.1%	50.7%	-46.0%	-46.7%	-30.5%	13.8%	35.6%	-6.9%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
YES	45.5%	40.7%	63.4%	34.9%	58.1%	50.9%	38.3%	46.4%	39.6%	36.7%	58.0%	60.7%	46.5%	44.9%	46.5%	65.2%	28.9%	38.5%	43.9%	12.5%	-
NO	47.0%	52.5%	26.8%	56.5%	34.7%	40.8%	55.4%	45.4%	55.6%	56.3%	32.6%	31.3%	45.5%	47.8%	45.5%	29.3%	64.1%	51.0%	48.0%	65.8%	-
DK/REFUSED	7.6%	6.8%	9.8%	8.6%	7.2%	8.2%	6.4%	8.2%	4.8%	7.0%	9.4%	7.9%	8.0%	7.3%	8.0%	5.5%	7.0%	10.4%	8.1%	21.8%	-
Net Diff.	-1.5%	-11.7%	36.6%	-21.6%	23.5%	10.1%	-17.1%	1.1%	-16.1%	-19.6%	25.3%	29.4%	1.0%	-2.9%	1.0%	35.9%	-35.2%	-12.5%	-4.1%	-53.3%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
YES	45.5%	65.7%	28.8%	42.9%	64.7%	29.0%	32.9%	67.3%	23.2%	45.2%	45.7%	35.9%	21.9%	61.9%	36.2%	23.2%
NO	47.0%	28.4%	67.7%	49.8%	30.1%	62.5%	52.6%	26.5%	71.4%	44.6%	54.3%	55.1%	67.0%	38.1%	53.9%	65.4%
DK/REFUSED	7.6%	5.9%	3.5%	7.2%	5.2%	8.5%	14.5%	6.2%	5.4%	10.2%	-	8.9%	11.1%	-	9.9%	11.4%
Net Diff.	-1.5%	37.3%	-39.0%	-6.9%	34.6%	-33.6%	-19.6%	40.8%	-48.2%	0.7%	-8.5%	-19.2%	-45.1%	23.9%	-17.6%	-42.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
YES	45.5%	65.4%	61.9%	18.2%	10.1%	24.3%	41.2%	64.0%	61.0%	67.0%	65.6%	21.5%	33.9%	65.2%	16.5%	47.0%	62.9%	22.1%	36.1%	66.5%
NO	47.0%	28.2%	33.3%	76.8%	86.5%	69.5%	52.0%	30.0%	32.2%	27.8%	34.4%	76.8%	53.9%	31.5%	76.9%	50.5%	28.4%	72.9%	57.2%	27.5%
DK/REFUSED	7.6%	6.4%	4.7%	5.0%	3.3%	6.2%	6.8%	6.0%	6.8%	5.2%	-	1.6%	12.2%	3.4%	6.6%	2.6%	8.7%	5.0%	6.7%	6.0%
Net Diff.	-1.5%	37.2%	28.6%	-58.6%	-76.4%	-45.3%	-10.8%	34.0%	28.8%	39.2%	31.2%	-55.3%	-20.0%	33.7%	-60.3%	-3.5%	34.4%	-50.7%	-21.0%	39.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
YES	45.5%	12.7%	52.0%	47.8%	16.0%	61.4%	49.9%	63.2%	24.7%	32.4%	39.8%	48.6%	100.0%	-	100.0%	-	100.0%	-	100.0%	-
NO	47.0%	82.4%	40.9%	46.4%	77.8%	32.4%	44.3%	29.1%	68.5%	61.4%	49.8%	46.3%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
DK/REFUSED	7.6%	4.9%	7.0%	5.8%	6.2%	6.1%	5.9%	7.7%	6.8%	6.2%	10.4%	5.0%	-	-	-	-	-	-	-	-
Net Diff.	-1.5%	-69.8%	11.1%	1.4%	-61.8%	29.0%	5.6%	34.0%	-43.8%	-29.0%	-10.0%	2.3%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
YES	45.5%	100.0%	-	100.0%	-	48.5%	36.2%	49.6%	40.8%	47.3%	33.6%	53.1%	38.8%	32.3%	32.4%	40.0%	29.0%	46.1%	45.1%	45.1%	52.8%
NO	47.0%	-	100.0%	-	100.0%	48.2%	58.7%	49.8%	54.3%	46.5%	61.2%	44.7%	58.0%	60.6%	59.8%	51.9%	61.3%	47.2%	47.8%	49.4%	42.7%
DK/REFUSED	7.6%	-	-	-	-	3.3%	5.0%	0.6%	4.9%	6.2%	5.1%	2.2%	3.2%	7.1%	7.8%	8.0%	9.8%	6.8%	7.1%	5.5%	4.5%
Net Diff.	-1.5%	100.0%	-100%	100.0%	-100%	0.3%	-22.5%	-0.2%	-13.4%	0.9%	-27.6%	8.3%	-19.3%	-28.3%	-27.3%	-11.9%	-32.3%	-1.1%	-2.8%	-4.3%	10.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
YES	45.5%	46.9%	39.1%	49.6%	50.8%	32.0%	33.0%	22.1%	41.8%	65.7%	26.3%	68.4%	22.3%	62.8%	29.0%	70.6%	25.5%	44.4%	27.6%	41.1%	32.8%
NO	47.0%	45.2%	51.8%	45.0%	41.7%	56.3%	60.7%	64.6%	50.9%	26.8%	67.7%	25.0%	72.3%	28.7%	64.5%	22.5%	68.0%	45.1%	67.3%	47.8%	60.8%
DK/REFUSED	7.6%	7.9%	9.1%	5.5%	7.5%	11.6%	6.3%	13.3%	7.3%	7.5%	6.0%	6.6%	5.4%	8.5%	6.5%	6.8%	6.5%	10.5%	5.1%	11.1%	6.4%
Net Diff.	-1.5%	1.7%	-12.6%	4.6%	9.1%	-24.3%	-27.8%	-42.4%	-9.1%	38.8%	-41.5%	43.4%	-49.9%	34.0%	-35.5%	48.1%	-42.4%	-0.7%	-39.7%	-6.7%	-28.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 11

TOTAL	POSITION ON ABORTION									POSITION ON ABORTION: MALE		POSITION ON ABORTION: FEMALE		POSITION ON ABORTION: WHITE		POSITION ON ABORTION: NON-WHITE		POSITION ON ABORTION: AFRICAN-AMER.	
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
YES	45.5%	66.2%	82.1%	71.0%	58.8%	18.9%	29.1%	13.8%	13.7%	66.1%	18.2%	66.2%	19.4%	71.9%	17.9%	42.9%	20.9%	45.3%	24.2%
NO	47.0%	27.0%	11.0%	24.0%	33.6%	73.3%	63.3%	79.7%	77.8%	27.3%	76.3%	26.6%	71.3%	21.7%	74.7%	48.0%	70.6%	45.9%	65.3%
DK/REFUSED	7.6%	6.9%	6.9%	5.0%	7.6%	7.8%	7.6%	6.5%	8.5%	6.6%	5.5%	7.2%	9.3%	6.4%	7.4%	9.0%	8.5%	8.8%	10.5%
Net Diff.	-1.5%	39.2%	71.1%	47.0%	25.2%	-54.4%	-34.2%	-65.9%	-64.0%	38.8%	-58.0%	39.6%	-52.0%	50.3%	-56.9%	-5.1%	-49.7%	-0.6%	-41.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/ 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.
Total	300	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
YES	45.5%	50.1%	32.6%	34.7%	37.2%	18.1%	-	56.0%	25.5%	25.4%	32.3%	22.4%	-	44.7%	37.1%	39.9%	40.1%	-	-
NO	47.0%	42.7%	59.1%	55.8%	57.7%	74.5%	100.0%	37.7%	69.6%	69.2%	58.0%	77.6%	100.0%	47.1%	52.3%	48.3%	57.6%	61.3%	100.0%
DK/REFUSED	7.6%	7.3%	8.4%	9.4%	5.0%	7.4%	-	6.2%	4.9%	5.3%	9.7%	-	-	8.2%	10.6%	11.7%	2.3%	38.7%	-
Net Diff.	-1.5%	7.4%	-26.5%	-21.1%	-20.5%	-56.4%	-100%	18.3%	-44.1%	-43.8%	-25.7%	-55.3%	-100%	-2.3%	-15.2%	-8.4%	-17.5%	-61.3%	-100%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31	
YES	45.5%	29.2%	36.6%	40.5%	54.4%	61.0%	33.4%	50.4%	37.0%	57.9%	41.2%	61.0%	45.0%	50.6%	44.7%	55.3%	42.0%	71.9%	
NO	47.0%	59.2%	56.5%	50.0%	39.4%	34.8%	57.6%	42.6%	53.7%	37.0%	50.3%	34.8%	50.1%	43.0%	48.7%	39.8%	51.0%	25.8%	
DK/REFUSED	7.6%	11.7%	7.0%	9.5%	6.1%	4.2%	8.9%	7.0%	9.2%	5.1%	8.5%	4.2%	4.9%	6.4%	6.6%	4.8%	7.0%	2.3%	
Net Diff.	-1.5%	-30.0%	-19.9%	-9.5%	15.0%	26.2%	-24.2%	7.8%	-16.7%	20.9%	-9.0%	26.2%	-5.0%	7.6%	-4.0%	15.5%	-9.0%	46.1%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
YES	45.5%	22.6%	50.2%	30.5%	59.9%	40.6%	50.6%	48.9%	42.7%	53.6%	33.3%	49.2%	19.6%	29.6%	48.4%	38.0%	55.1%
NO	47.0%	64.6%	42.3%	58.0%	34.8%	49.7%	43.4%	45.2%	48.4%	41.3%	58.3%	41.6%	78.4%	54.8%	46.4%	57.1%	37.8%
DK/REFUSED	7.6%	12.7%	7.5%	11.5%	5.3%	9.7%	6.0%	5.9%	8.9%	5.1%	8.4%	9.2%	2.1%	15.5%	5.1%	4.9%	7.1%
Net Diff.	-1.5%	-42.0%	7.9%	-27.6%	25.1%	-9.1%	7.2%	3.6%	-5.8%	12.2%	-25.0%	7.6%	-58.8%	-25.2%	2.0%	-19.1%	17.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
YES	45.5%	39.2%	39.0%	46.6%	58.8%	60.9%	26.4%	63.4%	57.7%	91.2%	60.3%	26.0%	-	28.2%	
NO	47.0%	49.7%	53.3%	48.9%	39.1%	31.7%	60.8%	22.3%	26.9%	-	39.7%	68.6%	59.0%	69.5%	
DK/REFUSED	7.6%	11.1%	7.7%	4.5%	2.2%	7.4%	12.8%	14.3%	15.4%	8.8%	-	5.4%	41.0%	2.3%	
Net Diff.	-1.5%	-10.6%	-14.4%	-2.3%	19.7%	29.2%	-34.4%	41.0%	30.8%	91.2%	20.5%	-42.7%	-59.0%	-41.2%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
YES	49.0%	50.3%	41.2%	63.3%	50.4%	39.1%	44.0%	29.7%	57.8%	59.1%	20.0%	39.7%	39.0%	51.5%	36.3%
NO	35.3%	33.3%	42.1%	24.1%	33.6%	46.8%	43.1%	53.6%	19.5%	18.7%	39.5%	53.3%	53.6%	48.5%	49.0%
DK/REFUSED	15.7%	16.3%	16.6%	12.6%	16.0%	14.2%	12.8%	16.6%	22.8%	22.1%	40.5%	7.0%	7.4%	-	14.7%
Net Diff.	13.7%	17.0%	-0.9%	39.1%	16.8%	-7.7%	0.9%	-23.9%	38.3%	40.4%	-19.5%	-13.6%	-14.6%	3.1%	-12.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
YES	49.0%	50.2%	47.4%	48.6%	49.0%	41.8%	70.5%	52.4%	46.3%	32.6%	100.0%	50.7%	53.0%
NO	35.3%	27.3%	46.5%	37.2%	34.6%	46.7%	9.4%	37.7%	35.1%	37.6%	-	31.4%	34.0%
DK/REFUSED	15.7%	22.5%	6.0%	14.2%	16.4%	11.5%	20.0%	10.0%	18.6%	29.8%	-	17.9%	13.0%
Net Diff.	13.7%	22.9%	0.9%	11.4%	14.5%	-4.9%	61.1%	14.7%	11.2%	-4.9%	100.0%	19.3%	19.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
YES	49.0%	54.5%	43.8%	51.3%	40.9%	44.3%	44.6%	20.9%	57.3%	57.5%	52.5%	40.1%	40.6%	27.7%	29.0%
NO	35.3%	27.4%	48.4%	34.8%	48.6%	46.1%	34.0%	37.8%	18.9%	18.1%	47.5%	52.9%	52.4%	66.8%	69.2%
DK/REFUSED	15.7%	18.1%	7.8%	13.8%	10.5%	9.5%	21.4%	41.3%	23.7%	24.5%	-	6.9%	7.0%	5.5%	1.8%
Net Diff.	13.7%	27.0%	-4.6%	16.5%	-7.7%	-1.8%	10.6%	-16.9%	38.4%	39.4%	4.9%	-12.8%	-11.8%	-39.1%	-40.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
YES	49.0%	56.6%	55.8%	75.7%	39.7%	39.8%	37.3%	46.2%	53.4%	25.8%
NO	35.3%	18.9%	19.6%	-	54.2%	54.7%	43.6%	47.9%	21.2%	71.8%
DK/REFUSED	15.7%	24.5%	24.5%	24.3%	6.1%	5.5%	19.1%	5.9%	25.5%	2.5%
Net Diff.	13.7%	37.8%	36.2%	75.7%	-14.5%	-14.9%	-6.4%	-1.7%	32.2%	-46.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY					DK/Ref
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other		
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
YES	49.0%	48.2%	51.6%	54.5%	48.2%	51.0%	47.0%	51.3%	41.7%	41.4%	62.7%	60.8%	67.2%	48.1%	67.2%	57.7%	39.1%	48.4%	47.2%	54.0%	-
NO	35.3%	38.6%	22.9%	32.5%	32.2%	31.6%	40.3%	32.1%	51.5%	48.7%	15.1%	15.8%	10.8%	37.5%	10.8%	22.4%	53.8%	32.4%	31.8%	35.2%	-
DK/REFUSED	15.7%	13.3%	25.5%	13.0%	19.7%	17.4%	12.7%	16.6%	6.9%	9.8%	22.2%	23.4%	21.9%	14.5%	21.9%	19.9%	7.0%	19.3%	21.0%	10.7%	-
Net Diff.	13.7%	9.6%	28.7%	22.0%	16.0%	19.4%	6.7%	19.2%	-9.8%	-7.3%	47.6%	45.1%	56.4%	10.6%	56.4%	35.3%	-14.7%	16.0%	15.4%	18.8%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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			
	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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
YES	49.0%	63.2%	41.8%	56.5%	52.7%	38.0%	38.1%	55.9%	44.9%	49.9%	70.1%	32.0%	44.6%	52.8%	32.2%	50.2%
NO	35.3%	16.9%	54.7%	25.4%	27.3%	53.4%	41.2%	22.1%	46.2%	25.8%	25.7%	63.2%	48.5%	38.0%	62.4%	49.8%
DK/REFUSED	15.7%	19.8%	3.5%	18.2%	20.0%	8.6%	20.7%	22.0%	8.8%	24.3%	4.2%	4.8%	6.9%	9.3%	5.4%	-
Net Diff.	13.7%	46.3%	-13.0%	31.1%	25.4%	-15.5%	-3.2%	33.8%	-1.3%	24.0%	44.4%	-31.2%	-3.9%	14.8%	-30.3%	0.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
YES	49.0%	59.9%	60.3%	36.4%	40.3%	33.5%	45.9%	60.5%	61.1%	60.0%	87.0%	35.5%	59.3%	64.4%	36.9%	35.3%	56.4%	38.7%	45.9%	59.3%
NO	35.3%	19.9%	22.8%	57.6%	57.1%	58.0%	41.2%	18.7%	18.2%	19.3%	2.3%	64.5%	29.8%	14.3%	54.1%	50.1%	23.4%	53.1%	38.2%	17.7%
DK/REFUSED	15.7%	20.2%	16.9%	6.0%	2.6%	8.6%	12.9%	20.7%	20.7%	20.8%	10.7%	-	10.9%	21.2%	9.0%	14.6%	20.2%	8.2%	15.9%	23.0%
Net Diff.	13.7%	40.0%	37.5%	-21.2%	-16.9%	-24.5%	4.7%	41.8%	43.0%	40.7%	84.7%	-29.1%	29.5%	50.1%	-17.2%	-14.7%	33.0%	-14.3%	7.8%	41.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
YES	49.0%	33.1%	45.8%	66.6%	32.4%	38.1%	76.3%	56.3%	40.4%	58.3%	46.3%	50.7%	52.2%	50.2%	56.9%	61.7%	47.9%	41.5%	54.5%	54.0%
NO	35.3%	63.9%	47.5%	25.5%	63.9%	56.1%	19.2%	20.3%	53.5%	26.9%	38.4%	35.0%	28.1%	44.1%	23.6%	33.9%	32.3%	51.9%	22.4%	39.4%
DK/REFUSED	15.7%	3.0%	6.7%	7.8%	3.7%	5.8%	4.5%	23.4%	6.2%	14.8%	15.2%	14.3%	19.6%	5.7%	19.5%	4.4%	19.7%	6.7%	23.0%	6.7%
Net Diff.	13.7%	-30.9%	-1.7%	41.1%	-31.5%	-17.9%	57.2%	36.0%	-13.1%	31.5%	7.9%	15.7%	24.1%	6.1%	33.3%	27.9%	15.6%	-10.4%	32.1%	14.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
YES	49.0%	41.5%	43.0%	45.2%	36.5%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	53.5%	46.6%	62.9%	51.4%
NO	35.3%	52.5%	53.3%	47.2%	62.1%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	29.9%	40.3%	22.1%	34.3%
DK/REFUSED	15.7%	6.0%	3.7%	7.6%	1.4%	-	-	-	-	-	-	-	-	-	-	-	-	16.6%	13.1%	15.0%	14.3%
Net Diff.	13.7%	-10.9%	-10.3%	-1.9%	-25.6%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	23.6%	6.3%	40.7%	17.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
YES	49.0%	45.2%	42.9%	58.0%	47.2%	35.8%	45.3%	39.7%	39.0%	54.4%	44.4%	57.0%	53.9%	51.6%	37.8%	54.4%	48.4%	53.4%	37.2%	50.6%	34.8%
NO	35.3%	36.9%	44.8%	24.2%	34.1%	51.7%	53.4%	50.9%	59.8%	23.3%	48.7%	20.9%	38.0%	25.8%	56.2%	19.5%	42.3%	39.4%	60.5%	40.5%	62.9%
DK/REFUSED	15.7%	18.0%	12.2%	17.8%	18.7%	12.5%	1.4%	9.4%	1.2%	22.4%	6.9%	22.1%	8.1%	22.7%	6.0%	26.2%	9.3%	7.2%	2.3%	8.9%	2.2%
Net Diff.	13.7%	8.3%	-1.9%	33.8%	13.1%	-15.8%	-8.1%	-11.2%	-20.8%	31.1%	-4.3%	36.2%	15.9%	25.8%	-18.3%	34.9%	6.1%	14.0%	-23.3%	10.1%	-28.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
YES	49.0%	55.2%	56.8%	54.7%	54.9%	42.2%	53.6%	35.6%	36.9%	59.6%	50.1%	50.9%	37.0%	55.2%	46.6%	54.3%	34.1%	50.4%	31.1%
NO	35.3%	24.1%	21.0%	15.3%	28.6%	50.7%	35.7%	62.8%	56.3%	18.3%	42.5%	29.8%	56.2%	20.2%	44.1%	39.5%	63.2%	42.6%	66.3%
DK/REFUSED	15.7%	20.7%	22.3%	30.0%	16.5%	7.0%	10.7%	1.5%	6.8%	22.1%	7.4%	19.3%	6.8%	24.5%	9.3%	6.2%	2.7%	7.0%	2.6%
Net Diff.	13.7%	31.2%	35.8%	39.4%	26.4%	-8.5%	17.8%	-27.2%	-19.4%	41.2%	7.6%	21.0%	-19.2%	35.0%	2.5%	14.8%	-29.2%	7.8%	-35.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE					RACIAL BACKGROUND: FEMALE						
	WHITE	NON-WHITE	African 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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
YES	49.0%	51.4%	41.9%	39.2%	51.9%	53.9%	26.6%	58.8%	46.9%	48.2%	32.2%	49.7%	100.0%	44.9%	38.6%	34.2%	63.2%	72.0%	14.7%
NO	35.3%	28.9%	52.7%	56.6%	40.9%	46.1%	30.5%	21.3%	51.0%	51.8%	52.0%	50.3%	-	35.8%	53.8%	59.3%	34.5%	28.0%	35.4%
DK/REFUSED	15.7%	19.6%	5.4%	4.2%	7.2%	-	42.9%	19.9%	2.1%	-	15.8%	-	-	19.3%	7.6%	6.5%	2.3%	-	49.8%
Net Diff.	13.7%	22.5%	-10.8%	-17.4%	11.0%	7.9%	-3.9%	37.6%	-4.0%	-3.6%	-19.8%	-0.7%	100.0%	9.1%	-15.1%	-25.1%	28.7%	44.1%	-20.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
YES	49.0%	53.7%	47.2%	47.2%	50.0%	50.2%	49.9%	48.9%	48.6%	50.1%	48.9%	50.2%	53.3%	57.3%	53.3%	60.3%	55.7%	57.2%
NO	35.3%	31.6%	35.8%	39.1%	29.3%	35.5%	34.1%	35.4%	36.6%	32.6%	34.9%	35.5%	25.5%	29.5%	30.6%	24.5%	27.0%	32.4%
DK/REFUSED	15.7%	14.7%	16.9%	13.7%	20.7%	14.3%	16.0%	15.7%	14.8%	17.3%	16.2%	14.3%	21.3%	13.2%	16.1%	15.2%	17.3%	10.3%
Net Diff.	13.7%	22.1%	11.4%	8.1%	20.7%	14.6%	15.9%	13.5%	11.9%	17.5%	14.0%	14.6%	27.8%	27.8%	22.7%	35.8%	28.7%	24.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
YES	49.0%	46.9%	42.3%	44.5%	42.2%	43.6%	43.5%	56.0%	43.2%	54.7%	42.6%	49.5%	32.2%	54.8%	51.7%	50.0%	46.1%
NO	35.3%	42.1%	40.0%	41.7%	38.9%	41.1%	38.5%	28.2%	41.0%	31.6%	43.6%	30.7%	62.9%	23.5%	38.7%	37.6%	36.3%
DK/REFUSED	15.7%	11.1%	17.7%	13.7%	18.9%	15.3%	18.0%	15.7%	15.8%	13.7%	13.8%	19.8%	4.9%	21.6%	9.6%	12.5%	17.6%
Net Diff.	13.7%	4.8%	2.3%	2.8%	3.3%	2.5%	4.9%	27.8%	2.2%	23.0%	-1.1%	18.8%	-30.7%	31.3%	13.0%	12.4%	9.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
YES	49.0%	56.4%	42.0%	46.8%	51.0%	40.8%	51.4%	59.1%	58.7%	61.3%	32.1%	36.6%	41.5%	36.2%
NO	35.3%	29.9%	35.9%	39.0%	41.1%	38.0%	30.6%	17.2%	18.9%	8.8%	23.1%	51.7%	58.5%	51.1%
DK/REFUSED	15.7%	13.7%	22.1%	14.1%	7.9%	21.2%	17.9%	23.7%	22.4%	29.8%	44.8%	11.7%	-	12.7%
Net Diff.	13.7%	26.5%	6.2%	7.8%	9.9%	2.9%	20.8%	41.9%	39.8%	52.5%	8.9%	-15.2%	-17.0%	-15.0%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
LESS THAN COLLEGE	44.1%	39.7%	43.4%	54.6%	40.9%	66.2%	54.7%	87.6%	49.3%	50.2%	23.0%	35.8%	37.2%	15.2%	54.1%
Less than High School	2.2%	3.1%	1.4%	1.9%	1.3%	8.1%	6.7%	10.7%	2.5%	2.6%	-	0.4%	0.5%	-	10.5%
High School Graduate	9.0%	7.6%	8.1%	14.2%	7.2%	21.5%	15.4%	33.1%	9.2%	9.6%	-	9.2%	9.8%	-	6.4%
Some College/Trade	21.2%	19.3%	21.5%	24.3%	20.7%	24.6%	23.3%	27.0%	23.7%	24.0%	13.8%	18.6%	18.8%	15.2%	17.7%
Associates/2-yr Degree	11.7%	9.7%	12.4%	14.3%	11.7%	11.9%	9.4%	16.7%	13.9%	14.1%	9.2%	7.6%	8.0%	-	19.6%
COLLEGE/POST GRADUATE	54.5%	59.1%	55.4%	43.0%	57.5%	33.8%	45.3%	12.4%	48.5%	47.5%	77.0%	63.5%	62.1%	84.8%	45.9%
Bachelors/4-yr Degree	32.7%	35.2%	35.8%	20.7%	34.0%	23.3%	29.1%	12.4%	31.6%	30.0%	77.0%	34.2%	33.1%	51.7%	31.5%
Post Graduate Degree	21.8%	23.9%	19.6%	22.3%	23.4%	10.5%	16.2%	-	16.9%	17.5%	-	29.3%	29.0%	33.1%	14.4%
REFUSED	1.4%	1.2%	1.2%	2.4%	1.6%	-	-	-	2.2%	2.3%	-	0.7%	0.7%	-	-
Net Diff.	10.4%	19.4%	12.0%	-11.6%	16.6%	-32.3%	-9.5%	-75.1%	-0.8%	-2.8%	54.1%	27.6%	25.0%	69.6%	-8.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
LESS THAN COLLEGE	44.1%	46.7%	40.0%	43.4%	44.5%	40.0%	45.5%	45.6%	44.5%	40.2%	100.0%	42.8%	43.0%
Less than High School	2.2%	4.9%	-	3.0%	0.9%	2.2%	5.4%	3.5%	1.1%	13.3%	-	4.7%	3.8%
High School Graduate	9.0%	5.3%	10.9%	8.3%	10.8%	5.2%	3.2%	10.8%	10.4%	-	26.2%	4.7%	7.4%
Some College/Trade	21.2%	24.1%	23.1%	20.3%	19.7%	22.1%	29.0%	17.7%	21.1%	16.4%	65.8%	24.4%	21.1%
Associates/2-yr Degree	11.7%	12.4%	6.0%	11.8%	13.0%	10.5%	7.9%	13.5%	11.9%	10.4%	8.0%	8.9%	10.7%
COLLEGE/POST GRADUATE	54.5%	51.1%	58.9%	54.6%	54.7%	60.0%	49.3%	52.0%	54.6%	59.8%	-	54.6%	54.7%
Bachelors/4-yr Degree	32.7%	31.7%	33.3%	30.6%	34.3%	38.5%	29.6%	29.6%	32.6%	41.7%	-	35.6%	33.7%
Post Graduate Degree	21.8%	19.4%	25.7%	24.0%	20.4%	21.5%	19.7%	22.4%	22.0%	18.2%	-	19.1%	21.0%
REFUSED	1.4%	2.2%	1.0%	2.0%	0.8%	-	5.2%	2.4%	0.9%	-	-	2.6%	2.3%
Net Diff.	10.4%	4.4%	18.9%	11.2%	10.2%	20.0%	3.8%	6.4%	10.1%	19.6%	-100%	11.9%	11.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
LESS THAN COLLEGE	44.1%	46.2%	47.2%	45.1%	32.5%	45.0%	37.8%	48.9%	50.1%	49.4%	69.5%	37.7%	38.2%	24.0%	30.9%
Less than High School	2.2%	2.3%	4.7%	2.0%	2.0%	-	-	-	3.3%	2.5%	29.4%	0.4%	0.4%	-	6.8%
High School Graduate	9.0%	9.2%	12.3%	6.5%	12.3%	15.9%	-	8.4%	9.8%	10.1%	-	8.7%	9.0%	-	-
Some College/Trade	21.2%	20.7%	16.7%	25.3%	11.8%	10.7%	33.1%	40.5%	23.0%	23.4%	9.0%	19.6%	19.4%	24.0%	13.2%
Associates/2-yr Degree	11.7%	13.9%	13.5%	11.3%	6.4%	18.4%	4.7%	-	13.9%	13.4%	31.0%	9.0%	9.3%	-	10.9%
COLLEGE/POST GRADUATE	54.5%	52.4%	52.8%	54.9%	67.5%	52.3%	62.2%	28.5%	47.9%	48.4%	30.5%	61.7%	61.1%	76.0%	67.3%
Bachelors/4-yr Degree	32.7%	31.6%	34.0%	32.9%	47.5%	40.4%	17.9%	9.4%	30.8%	31.4%	10.1%	33.8%	33.1%	54.5%	48.4%
Post Graduate Degree	21.8%	20.9%	18.8%	21.9%	20.0%	11.9%	44.3%	19.1%	17.1%	17.0%	20.4%	27.8%	28.0%	21.5%	18.9%
REFUSED	1.4%	1.4%	-	-	-	2.7%	-	22.6%	2.1%	2.1%	-	0.6%	0.6%	-	1.8%
Net Diff.	10.4%	6.3%	5.7%	9.7%	35.0%	7.3%	24.4%	-20.5%	-2.2%	-1.0%	-39.0%	23.9%	22.9%	51.9%	36.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
LESS THAN COLLEGE	44.1%	51.7%	50.7%	74.9%	34.5%	33.6%	51.7%	44.2%	50.2%	32.7%
Less than High School	2.2%	3.8%	3.3%	16.4%	0.4%	0.5%	-	-	5.6%	-
High School Graduate	9.0%	9.5%	9.5%	9.5%	7.4%	7.8%	-	16.2%	5.1%	-
Some College/Trade	21.2%	24.1%	24.4%	17.0%	19.0%	17.4%	51.7%	11.3%	26.8%	18.0%
Associates/2-yr Degree	11.7%	14.3%	13.6%	32.0%	7.6%	8.0%	-	16.6%	12.7%	14.8%
COLLEGE/POST GRADUATE	54.5%	46.2%	47.1%	25.1%	64.9%	65.7%	48.3%	54.9%	47.4%	64.8%
Bachelors/4-yr Degree	32.7%	30.1%	30.3%	25.1%	35.9%	36.0%	33.6%	33.1%	27.7%	41.9%
Post Graduate Degree	21.8%	16.1%	16.8%	-	29.0%	29.7%	14.8%	21.7%	19.7%	22.9%
REFUSED	1.4%	2.1%	2.2%	-	0.7%	0.7%	-	0.9%	2.4%	2.5%
Net Diff.	10.4%	-5.5%	-3.7%	-49.9%	30.4%	32.0%	-3.4%	10.7%	-2.8%	32.1%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 5

	REGISTERED PARTY																REGISTERED PARTY		DK/Ref		
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPU-	DEMO-	INDEP.	Indep-		Other	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	LICAN	CRATIC	/OTHER /DK	endent			
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
LESS THAN COLLEGE	44.1%	44.8%	44.8%	44.0%	43.9%	47.5%	36.9%	46.1%	31.8%	39.3%	49.8%	48.2%	53.0%	42.3%	53.0%	53.4%	41.7%	35.7%	34.6%	40.5%	-
Less than High School	2.2%	2.1%	2.9%	1.7%	1.2%	2.5%	0.9%	2.6%	1.2%	3.1%	1.0%	1.1%	-	2.4%	-	2.4%	0.6%	3.3%	0.7%	16.2%	-
High School Graduate	9.0%	8.5%	11.8%	5.9%	10.7%	9.6%	9.3%	9.0%	10.9%	7.5%	9.5%	9.1%	4.8%	8.0%	4.8%	8.2%	9.8%	9.3%	8.9%	11.2%	-
Some College/Trade	21.2%	21.0%	24.5%	21.5%	21.3%	22.0%	17.2%	22.0%	14.4%	18.4%	24.6%	24.1%	40.1%	20.4%	40.1%	25.7%	21.4%	15.8%	17.6%	7.5%	-
Associates/2-yr Degree	11.7%	13.2%	5.6%	14.8%	10.6%	13.3%	9.5%	12.5%	5.2%	10.3%	14.6%	13.9%	8.1%	11.5%	8.1%	17.0%	10.0%	7.2%	7.5%	5.7%	-
COLLEGE/POST GRADUATE	54.5%	53.7%	55.2%	55.0%	53.8%	50.4%	62.6%	52.3%	67.3%	60.3%	47.0%	48.8%	47.0%	56.4%	47.0%	46.6%	58.3%	59.9%	60.0%	59.5%	-
Bachelors/4-yr Degree	32.7%	31.7%	34.0%	32.0%	31.8%	33.0%	34.2%	32.1%	31.1%	33.8%	31.0%	34.6%	21.3%	34.1%	21.3%	30.0%	31.6%	36.8%	34.7%	47.1%	-
Post Graduate Degree	21.8%	22.1%	21.2%	23.0%	21.9%	17.4%	28.4%	20.2%	36.3%	26.4%	16.0%	14.2%	25.7%	22.3%	25.7%	16.7%	26.7%	23.1%	25.3%	12.4%	-
REFUSED	1.4%	1.5%	-	1.0%	2.3%	2.2%	0.5%	1.6%	0.9%	0.5%	3.2%	2.9%	-	1.3%	-	-	-	4.4%	5.4%	-	-
Net Diff.	10.4%	9.0%	10.5%	11.0%	9.9%	2.9%	25.8%	6.2%	35.6%	21.0%	-2.8%	0.6%	-6.0%	14.0%	-6.0%	-6.7%	16.5%	24.3%	25.4%	18.9%	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
LESS THAN COLLEGE	44.1%	50.4%	43.0%	43.7%	56.0%	41.2%	25.5%	56.0%	46.1%	35.8%	28.7%	36.3%	35.3%	18.6%	35.2%	43.2%
Less than High School	2.2%	2.0%	-	3.4%	2.8%	0.9%	3.3%	2.7%	-	2.6%	-	1.3%	5.1%	-	-	8.1%
High School Graduate	9.0%	8.2%	14.8%	13.8%	8.1%	7.6%	3.7%	8.5%	12.6%	7.8%	-	6.3%	13.1%	-	7.0%	16.4%
Some College/Trade	21.2%	22.8%	13.3%	19.1%	28.3%	24.9%	11.7%	28.2%	20.9%	17.4%	6.6%	21.9%	12.0%	9.3%	20.7%	10.6%
Associates/2-yr Degree	11.7%	17.3%	14.9%	7.4%	16.8%	7.8%	6.8%	16.5%	12.6%	8.0%	22.1%	6.8%	5.1%	9.3%	7.5%	8.1%
COLLEGE/POST GRADUATE	54.5%	49.6%	57.0%	53.1%	44.0%	58.8%	68.6%	44.0%	53.9%	58.2%	71.3%	63.7%	64.1%	81.4%	64.8%	56.8%
Bachelors/4-yr Degree	32.7%	30.4%	40.7%	27.3%	29.6%	27.5%	48.9%	29.8%	29.6%	41.5%	33.5%	34.0%	25.3%	49.6%	34.3%	15.8%
Post Graduate Degree	21.8%	19.2%	16.3%	25.7%	14.4%	31.3%	19.7%	14.2%	24.3%	16.7%	37.8%	29.7%	38.8%	31.8%	30.5%	41.0%
REFUSED	1.4%	-	-	3.3%	-	-	5.9%	-	-	6.0%	-	-	0.6%	-	-	-
Net Diff.	10.4%	-0.8%	14.0%	9.4%	-12.0%	17.7%	43.0%	-12.0%	7.8%	22.4%	42.6%	27.3%	28.8%	62.8%	29.6%	13.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
LESS THAN COLLEGE	44.1%	58.7%	44.7%	34.6%	40.4%	30.3%	39.5%	52.3%	49.3%	55.2%	36.0%	30.0%	43.4%	54.3%	37.0%	36.4%	50.1%	37.1%	42.3%	54.1%	
Less than High School	2.2%	3.5%	-	0.7%	1.7%	-	2.9%	2.8%	2.3%	3.2%	-	-	1.8%	3.1%	1.1%	3.7%	2.4%	-	1.2%	3.2%	
High School Graduate	9.0%	11.3%	6.2%	5.6%	8.9%	3.2%	11.1%	9.4%	10.0%	8.9%	26.1%	9.2%	19.5%	10.4%	3.8%	4.6%	8.4%	7.5%	12.7%	8.9%	
Some College/Trade	21.2%	28.1%	17.1%	18.0%	22.9%	14.3%	17.3%	25.6%	20.5%	30.5%	9.9%	10.3%	15.7%	23.5%	21.9%	18.6%	27.8%	18.2%	17.4%	28.0%	
Associates/2-yr Degree	11.7%	15.8%	21.5%	10.2%	6.8%	12.9%	8.1%	14.5%	16.5%	12.6%	-	10.4%	6.4%	17.3%	10.2%	9.5%	11.5%	11.4%	11.1%	13.9%	
COLLEGE/POST GRADUATE	54.5%	41.3%	55.3%	65.4%	59.6%	69.7%	57.4%	47.3%	50.7%	44.1%	64.0%	70.0%	55.3%	45.7%	63.0%	59.1%	49.1%	62.9%	53.0%	45.5%	
Bachelors/4-yr Degree	32.7%	27.2%	33.0%	38.4%	30.4%	44.4%	28.1%	32.7%	33.0%	32.5%	37.2%	37.5%	23.1%	34.0%	38.8%	32.0%	31.4%	37.9%	27.6%	34.4%	
Post Graduate Degree	21.8%	14.1%	22.3%	27.0%	29.3%	25.3%	29.3%	14.6%	17.7%	11.6%	26.8%	32.5%	32.2%	11.7%	24.2%	27.1%	17.6%	25.0%	25.4%	11.1%	
REFUSED	1.4%	-	-	-	-	-	3.2%	0.4%	-	0.8%	-	-	1.3%	-	-	4.6%	0.8%	-	4.6%	0.5%	
Net Diff.	10.4%	-17.5%	10.6%	30.8%	19.3%	39.4%	17.9%	-4.9%	1.4%	-11.1%	28.0%	40.1%	11.9%	-8.6%	26.1%	22.7%	-1.0%	25.9%	10.7%	-8.6%	



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
LESS THAN COLLEGE	44.1%	31.2%	33.3%	39.8%	37.1%	37.2%	34.2%	50.8%	36.4%	24.8%	32.4%	49.3%	44.7%	44.3%	42.6%	50.4%	46.6%	39.6%	46.9%	49.9%
Less than High School	2.2%	1.8%	6.4%	-	-	7.6%	-	3.7%	0.4%	-	1.2%	2.6%	1.7%	2.3%	2.5%	2.0%	0.9%	2.5%	2.1%	1.3%
High School Graduate	9.0%	3.0%	7.9%	9.4%	3.7%	9.3%	10.1%	10.1%	7.8%	-	10.2%	8.8%	10.2%	7.5%	7.9%	15.0%	12.3%	1.7%	10.9%	8.5%
Some College/Trade	21.2%	17.8%	17.1%	11.9%	22.5%	18.0%	9.4%	23.0%	19.0%	22.2%	10.9%	25.3%	20.4%	23.3%	20.2%	18.6%	20.6%	26.8%	21.5%	26.3%
Associates/2-yr Degree	11.7%	8.7%	1.9%	18.5%	10.9%	2.3%	14.6%	13.9%	9.2%	2.6%	10.1%	12.6%	12.5%	11.2%	12.0%	14.7%	12.8%	8.5%	12.4%	13.8%
COLLEGE/POST GRADUATE	54.5%	68.8%	66.7%	60.2%	62.9%	62.8%	65.8%	47.2%	63.0%	75.2%	67.6%	49.6%	54.0%	55.5%	56.8%	49.6%	51.4%	59.9%	51.5%	49.7%
Bachelors/4-yr Degree	32.7%	39.0%	29.1%	23.5%	32.6%	28.9%	29.5%	31.6%	33.8%	41.6%	36.5%	31.1%	38.1%	27.4%	37.2%	25.1%	38.9%	29.2%	39.6%	24.4%
Post Graduate Degree	21.8%	29.9%	37.5%	36.7%	30.3%	33.9%	36.3%	15.5%	29.1%	33.6%	31.1%	18.5%	15.9%	28.1%	19.6%	24.5%	12.5%	30.7%	11.9%	25.3%
REFUSED	1.4%	-	-	-	-	-	-	2.1%	0.6%	-	-	1.1%	1.3%	0.3%	0.6%	-	1.9%	0.5%	1.6%	0.4%
Net Diff.	10.4%	37.7%	33.3%	20.3%	25.8%	25.6%	31.6%	-3.6%	26.5%	50.4%	35.1%	0.3%	9.3%	11.2%	14.2%	-0.8%	4.8%	20.4%	4.6%	-0.2%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
LESS THAN COLLEGE	44.1%	34.3%	33.3%	23.0%	41.7%	48.2%	37.4%	51.8%	36.2%	44.3%	38.1%	53.4%	39.6%	29.8%	34.2%	36.5%	32.4%	100.0%	-	100.0%	-	
Less than High School	2.2%	-	4.1%	-	4.2%	1.2%	3.5%	2.4%	2.8%	-	3.8%	1.6%	2.7%	-	4.6%	-	4.2%	4.9%	-	4.6%	-	
High School Graduate	9.0%	5.2%	5.5%	2.8%	7.9%	9.7%	10.4%	11.4%	15.8%	7.8%	7.3%	10.5%	10.1%	5.0%	10.7%	7.2%	11.1%	20.5%	-	25.6%	-	
Some College/Trade	21.2%	16.1%	17.5%	14.0%	20.8%	22.2%	16.1%	18.9%	13.2%	25.7%	17.7%	24.0%	19.2%	16.9%	11.5%	24.2%	9.6%	48.1%	-	41.9%	-	
Associates/2-yr Degree	11.7%	12.9%	6.2%	6.2%	8.8%	15.0%	7.5%	19.0%	4.4%	10.8%	9.2%	17.3%	7.5%	8.0%	7.4%	5.0%	7.5%	26.5%	-	27.9%	-	
COLLEGE/POST GRADUATE	54.5%	65.7%	66.7%	77.0%	58.3%	51.8%	62.2%	48.2%	63.8%	55.7%	61.3%	46.6%	59.8%	70.2%	65.8%	63.5%	67.6%	-	100.0%	-	100.0%	
Bachelors/4-yr Degree	32.7%	32.7%	33.3%	41.3%	28.6%	29.2%	35.7%	26.7%	33.2%	31.8%	37.1%	30.7%	33.7%	24.6%	38.6%	22.6%	37.9%	-	60.0%	-	59.7%	
Post Graduate Degree	21.8%	33.0%	33.5%	35.7%	29.7%	22.7%	26.5%	21.5%	30.6%	23.9%	24.2%	15.9%	26.1%	45.6%	27.2%	40.9%	29.7%	-	40.0%	-	40.3%	
REFUSED	1.4%	-	-	-	-	-	0.4%	-	-	-	0.6%	-	0.6%	-	-	-	-	-	-	-	-	
Net Diff.	10.4%	31.4%	33.5%	54.0%	16.6%	3.7%	24.8%	-3.6%	27.6%	11.3%	23.2%	-6.8%	20.2%	40.3%	31.6%	27.0%	35.2%	-100%	100.0%	-100%	100.0%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	LESS THAN COLLEGE	COLLEGE/GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
LESS THAN COLLEGE	44.1%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	49.8%	39.4%	51.3%	42.2%	48.3%	37.4%	49.8%	46.1%	48.8%	27.0%	52.7%	30.0%
Less than High School	2.2%	5.2%	-	4.4%	-	7.0%	-	6.5%	-	3.3%	1.2%	2.2%	2.1%	4.5%	0.7%	2.9%	1.3%	5.2%	1.1%	8.0%	-
High School Graduate	9.0%	15.9%	-	19.5%	-	22.1%	-	25.3%	-	11.8%	7.3%	12.1%	12.1%	11.4%	3.9%	11.3%	8.0%	11.4%	6.1%	13.2%	7.6%
Some College/Trade	21.2%	53.6%	-	48.8%	-	46.7%	-	46.5%	-	24.2%	17.4%	23.7%	15.0%	24.6%	19.1%	24.8%	20.4%	22.1%	11.9%	24.3%	14.1%
Associates/2-yr Degree	11.7%	25.3%	-	27.3%	-	24.2%	-	21.7%	-	10.6%	13.4%	13.2%	13.1%	7.7%	13.7%	10.7%	16.4%	10.2%	7.9%	7.2%	8.3%
COLLEGE/POST GRADUATE	54.5%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	48.8%	60.3%	46.9%	57.8%	50.9%	62.1%	48.5%	53.4%	51.2%	73.0%	47.3%	70.0%
Bachelors/4-yr Degree	32.7%	-	60.2%	-	65.8%	-	47.6%	-	47.4%	31.0%	34.7%	29.7%	30.6%	32.2%	37.6%	34.4%	32.1%	17.4%	39.6%	18.5%	36.2%
Post Graduate Degree	21.8%	-	39.8%	-	34.2%	-	52.4%	-	52.6%	17.9%	25.6%	17.1%	27.1%	18.7%	24.5%	14.1%	21.4%	33.8%	33.4%	28.8%	33.8%
REFUSED	1.4%	-	-	-	-	-	-	-	-	1.4%	0.3%	1.9%	-	0.8%	0.5%	1.7%	0.4%	-	-	-	-
Net Diff.	10.4%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-1.0%	21.0%	-4.4%	15.5%	2.7%	24.8%	-1.2%	7.3%	2.3%	46.0%	-5.4%	40.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
LESS THAN COLLEGE	44.1%	50.2%	53.2%	45.3%	51.1%	37.0%	40.6%	32.2%	36.5%	50.6%	39.4%	49.9%	35.4%	53.7%	39.1%	35.6%	33.0%	38.6%	36.8%
Less than High School	2.2%	3.0%	3.4%	3.3%	2.7%	1.4%	2.9%	-	1.0%	2.0%	2.5%	3.9%	0.7%	2.6%	1.5%	4.4%	1.3%	6.3%	-
High School Graduate	9.0%	12.7%	6.3%	11.7%	15.2%	5.7%	4.5%	1.8%	8.4%	14.2%	9.3%	11.1%	3.3%	12.0%	6.3%	13.3%	4.6%	15.4%	5.7%
Some College/Trade	21.2%	23.1%	31.3%	22.7%	20.4%	18.2%	17.3%	22.7%	16.8%	22.1%	14.3%	24.0%	20.7%	26.5%	18.7%	10.1%	17.2%	12.6%	20.5%
Associates/2-yr Degree	11.7%	11.5%	12.3%	7.5%	12.8%	11.7%	15.8%	7.7%	10.4%	12.1%	13.3%	10.8%	10.6%	12.5%	12.6%	7.7%	9.9%	4.3%	10.6%
COLLEGE/POST GRADUATE	54.5%	47.7%	40.5%	54.7%	47.4%	62.4%	58.5%	67.8%	62.8%	47.7%	59.8%	47.7%	64.1%	43.7%	59.9%	64.4%	67.0%	61.4%	63.2%
Bachelors/4-yr Degree	32.7%	31.7%	32.1%	40.9%	28.0%	33.0%	34.1%	29.3%	33.8%	32.1%	28.5%	31.3%	36.0%	32.9%	32.5%	27.6%	33.8%	26.8%	31.5%
Post Graduate Degree	21.8%	16.0%	8.5%	13.8%	19.4%	29.4%	24.4%	38.5%	29.0%	15.7%	31.3%	16.3%	28.1%	10.7%	27.4%	36.9%	33.1%	34.6%	31.7%
REFUSED	1.4%	2.1%	6.3%	-	1.5%	0.6%	1.0%	-	0.7%	1.7%	0.8%	2.5%	0.5%	2.6%	1.0%	-	-	-	-
Net Diff.	10.4%	-2.5%	-12.7%	9.4%	-3.7%	25.4%	17.9%	35.7%	26.3%	-2.8%	20.4%	-2.2%	28.7%	-10.0%	20.9%	28.9%	33.9%	22.8%	26.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
LESS THAN COLLEGE	44.1%	47.4%	34.9%	36.0%	45.6%	4.2%	42.9%	48.5%	38.5%	47.2%	42.0%	5.2%	-	46.3%	32.5%	29.8%	47.7%	-	49.8%
Less than High School	2.2%	2.1%	2.4%	2.4%	4.8%	-	-	2.8%	-	-	-	-	-	1.4%	4.0%	3.7%	7.6%	-	-
High School Graduate	9.0%	9.3%	7.7%	9.1%	6.8%	-	-	11.8%	11.9%	17.5%	-	-	-	7.0%	5.0%	4.4%	10.8%	-	-
Some College/Trade	21.2%	23.1%	16.3%	16.8%	15.3%	4.2%	42.9%	19.9%	17.6%	16.4%	42.0%	5.2%	-	26.0%	15.5%	17.0%	-	-	49.8%
Associates/2-yr Degree	11.7%	12.9%	8.4%	7.8%	18.6%	-	-	14.0%	9.0%	13.3%	-	-	-	11.9%	8.0%	4.8%	29.3%	-	-
COLLEGE/POST GRADUATE	54.5%	50.8%	64.9%	64.0%	52.9%	95.8%	57.1%	49.8%	61.5%	52.8%	58.0%	94.8%	100.0%	51.7%	67.1%	70.2%	50.0%	100.0%	50.2%
Bachelors/4-yr Degree	32.7%	33.4%	30.9%	30.3%	15.8%	51.7%	57.1%	31.7%	30.1%	28.3%	20.1%	40.2%	100.0%	34.9%	31.5%	31.5%	13.3%	100.0%	50.2%
Post Graduate Degree	21.8%	17.4%	34.0%	33.6%	37.1%	44.2%	-	18.1%	31.4%	24.6%	37.9%	54.6%	-	16.7%	35.7%	38.7%	36.7%	-	-
REFUSED	1.4%	1.9%	0.2%	-	1.5%	-	-	1.7%	-	-	-	-	-	2.0%	0.3%	-	2.3%	-	-
Net Diff.	10.4%	3.4%	30.1%	27.9%	7.3%	91.7%	14.2%	1.3%	23.0%	5.7%	16.0%	89.7%	100.0%	5.4%	34.6%	40.3%	2.3%	100.0%	0.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
LESS THAN COLLEGE	44.1%	37.7%	33.1%	46.1%	46.5%	51.4%	35.0%	47.8%	40.7%	49.1%	42.1%	51.4%	39.8%	49.1%	45.6%	47.0%	46.9%	43.7%
Less than High School	2.2%	4.3%	2.8%	1.4%	-	2.6%	3.4%	1.4%	2.4%	1.4%	1.8%	2.6%	-	3.1%	1.5%	3.1%	1.2%	5.3%
High School Graduate	9.0%	6.3%	3.6%	12.2%	5.4%	13.9%	4.7%	10.9%	8.5%	9.9%	7.8%	13.9%	6.4%	14.3%	11.5%	12.4%	9.9%	18.3%
Some College/Trade	21.2%	18.0%	12.6%	22.5%	23.9%	26.1%	14.8%	24.0%	18.8%	25.1%	20.0%	26.1%	18.7%	19.6%	18.1%	21.2%	19.1%	20.1%
Associates/2-yr Degree	11.7%	9.1%	14.1%	10.1%	17.2%	8.9%	12.0%	11.6%	11.0%	12.8%	12.5%	8.9%	14.7%	12.0%	14.5%	10.3%	16.7%	-
COLLEGE/POST GRADUATE	54.5%	57.5%	66.9%	51.6%	52.8%	48.6%	63.0%	51.0%	57.1%	50.6%	56.1%	48.6%	59.3%	49.5%	52.2%	53.0%	51.4%	56.3%
Bachelors/4-yr Degree	32.7%	40.6%	37.2%	29.4%	37.0%	24.9%	38.6%	30.1%	33.9%	30.7%	34.7%	24.9%	38.0%	28.3%	31.5%	31.1%	31.3%	31.4%
Post Graduate Degree	21.8%	16.9%	29.7%	22.2%	15.8%	23.7%	24.3%	20.9%	23.2%	19.9%	21.4%	23.7%	21.2%	21.2%	20.7%	21.9%	20.1%	24.8%
REFUSED	1.4%	4.8%	-	2.3%	0.7%	-	2.0%	1.2%	2.2%	0.3%	1.8%	-	1.0%	1.5%	2.1%	-	1.7%	-
Net Diff.	10.4%	19.9%	33.8%	5.4%	6.3%	-2.8%	28.0%	3.2%	16.5%	1.5%	14.0%	-2.8%	19.5%	0.4%	6.6%	6.0%	4.5%	12.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
LESS THAN COLLEGE	44.1%	30.5%	46.8%	36.5%	50.7%	38.3%	58.7%	46.2%	42.4%	52.0%	39.9%	40.1%	27.0%	55.1%	42.9%	45.5%	40.3%
Less than High School	2.2%	6.6%	-	3.1%	-	2.3%	-	2.1%	2.2%	3.4%	2.0%	1.1%	-	2.1%	1.3%	2.0%	2.6%
High School Graduate	9.0%	3.2%	8.2%	6.0%	7.9%	6.1%	9.6%	11.8%	6.8%	14.3%	9.1%	3.5%	4.9%	15.6%	8.5%	3.5%	10.0%
Some College/Trade	21.2%	11.2%	27.3%	19.3%	28.0%	20.7%	31.8%	19.3%	22.7%	22.1%	21.3%	20.2%	12.6%	21.1%	21.0%	27.8%	18.0%
Associates/2-yr Degree	11.7%	9.5%	11.3%	8.0%	14.7%	9.2%	17.3%	12.9%	10.7%	12.2%	7.5%	15.3%	9.5%	16.4%	12.0%	12.3%	9.7%
COLLEGE/POST GRADUATE	54.5%	66.4%	52.2%	61.3%	48.7%	59.8%	41.3%	52.5%	56.1%	47.8%	60.1%	55.8%	73.0%	40.8%	52.4%	53.9%	59.7%
Bachelors/4-yr Degree	32.7%	39.2%	31.6%	36.0%	30.4%	37.3%	18.7%	31.3%	33.8%	23.8%	32.5%	42.0%	44.4%	25.0%	33.6%	31.1%	35.6%
Post Graduate Degree	21.8%	27.3%	20.7%	25.4%	18.4%	22.5%	22.6%	21.2%	22.3%	24.1%	27.5%	13.8%	28.6%	15.9%	18.8%	22.8%	24.1%
REFUSED	1.4%	3.0%	1.0%	2.2%	0.6%	1.9%	-	1.3%	1.5%	0.2%	-	4.1%	-	4.0%	4.7%	0.6%	-
Net Diff.	10.4%	35.9%	5.4%	24.9%	-2.0%	21.5%	-17.4%	6.4%	13.7%	-4.2%	20.1%	15.7%	46.0%	-14.3%	9.4%	8.4%	19.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
LESS THAN COLLEGE	44.1%	52.3%	39.8%	44.7%	35.9%	36.4%	49.6%	39.0%	34.4%	61.3%	30.5%	14.2%	-	15.5%
Less than High School	2.2%	3.5%	1.6%	-	4.1%	-	7.2%	2.1%	2.5%	-	-	-	-	-
High School Graduate	9.0%	11.8%	3.8%	11.3%	6.9%	10.8%	14.3%	8.5%	10.3%	-	-	5.1%	-	5.5%
Some College/Trade	21.2%	19.4%	29.1%	19.0%	16.9%	18.8%	17.0%	23.1%	21.6%	30.4%	30.5%	4.1%	-	4.5%
Associates/2-yr Degree	11.7%	17.6%	5.4%	14.4%	8.0%	6.8%	11.1%	5.3%	-	30.9%	-	5.1%	-	5.5%
COLLEGE/POST GRADUATE	54.5%	45.9%	57.4%	54.5%	64.1%	63.6%	45.2%	59.5%	63.7%	38.7%	69.5%	78.6%	100.0%	76.7%
Bachelors/4-yr Degree	32.7%	29.1%	36.6%	29.7%	28.1%	46.0%	29.4%	45.2%	48.4%	29.8%	33.8%	39.3%	100.0%	34.0%
Post Graduate Degree	21.8%	16.8%	20.8%	24.8%	36.0%	17.5%	15.8%	14.2%	15.3%	8.8%	35.7%	39.3%	-	42.7%
REFUSED	1.4%	1.8%	2.8%	0.8%	-	-	5.2%	1.5%	1.8%	-	-	7.2%	-	7.8%
Net Diff.	10.4%	-6.4%	17.6%	9.8%	28.1%	27.2%	-4.4%	20.4%	29.3%	-22.6%	39.0%	64.3%	100.0%	61.2%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
PRO-LIFE	47.1%	42.6%	47.9%	54.6%	47.0%	48.1%	41.9%	59.6%	77.4%	77.8%	66.3%	9.7%	9.9%	5.7%	39.3%
Strongly	35.2%	27.5%	38.1%	44.6%	34.8%	38.1%	37.5%	39.3%	60.1%	59.9%	66.3%	4.9%	4.8%	5.7%	26.0%
Somewhat	11.9%	15.1%	9.8%	10.0%	12.2%	9.9%	4.4%	20.4%	17.3%	17.9%	-	4.8%	5.1%	-	13.4%
PRO-CHOICE	47.9%	53.8%	48.4%	34.8%	48.1%	46.3%	51.1%	37.3%	14.8%	14.1%	33.7%	89.1%	88.8%	94.3%	54.2%
Somewhat	15.6%	17.1%	14.2%	15.6%	15.5%	16.3%	17.0%	15.1%	11.6%	10.8%	33.7%	21.8%	20.7%	39.4%	8.4%
Strongly	32.3%	36.7%	34.2%	19.2%	32.7%	30.0%	34.1%	22.2%	3.3%	3.4%	-	67.3%	68.1%	54.9%	45.7%
DK/REFUSED	5.0%	3.6%	3.8%	10.6%	4.9%	5.6%	7.0%	3.0%	7.8%	8.1%	-	1.2%	1.2%	-	6.5%
Net Diff.	-0.8%	-11.2%	-0.5%	19.8%	-1.2%	1.8%	-9.2%	22.3%	62.6%	63.6%	32.6%	-79.4%	-78.9%	-88.7%	-14.8%
Mean	2.53	2.35	2.54	2.89	2.52	2.60	2.49	2.79	3.46	3.46	3.33	1.47	1.46	1.56	2.21

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
PRO-LIFE	47.1%	70.3%	12.7%	38.7%	51.4%	25.1%	70.6%	36.3%	54.2%	67.8%	-	41.1%	39.0%
Strongly	35.2%	54.6%	6.6%	30.8%	37.1%	22.0%	43.1%	27.4%	40.9%	67.8%	-	29.6%	29.6%
Somewhat	11.9%	15.7%	6.1%	7.9%	14.4%	3.0%	27.4%	8.9%	13.2%	-	-	11.5%	9.4%
PRO-CHOICE	47.9%	21.6%	87.0%	54.8%	44.6%	74.2%	19.4%	59.5%	40.0%	32.2%	100.0%	56.0%	56.5%
Somewhat	15.6%	13.6%	17.0%	17.7%	14.8%	15.1%	15.4%	23.7%	12.5%	18.7%	92.0%	19.0%	19.1%
Strongly	32.3%	8.1%	70.0%	37.1%	29.8%	59.2%	4.0%	35.8%	27.5%	13.5%	8.0%	37.1%	37.4%
DK/REFUSED	5.0%	8.1%	0.3%	6.5%	4.0%	0.7%	10.0%	4.2%	5.8%	-	-	2.9%	4.5%
Net Diff.	-0.8%	48.7%	-74.3%	-16.1%	6.8%	-49.1%	51.1%	-23.1%	14.1%	35.6%	-100%	-15.0%	-17.6%
Mean	2.53	3.27	1.49	2.35	2.61	1.88	3.22	2.29	2.72	3.22	1.92	2.35	2.33

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9	
PRO-LIFE	47.1%	60.3%	19.9%	40.9%	42.6%	18.9%	38.8%	84.3%	78.1%	78.1%	79.6%	10.3%	10.7%	-	27.4%	
Strongly	35.2%	45.5%	15.7%	32.7%	29.1%	9.4%	30.5%	53.7%	60.0%	60.3%	50.1%	5.8%	6.0%	-	19.1%	
Somewhat	11.9%	14.8%	4.2%	8.3%	13.5%	9.5%	8.3%	30.7%	18.1%	17.7%	29.4%	4.6%	4.7%	-	8.3%	
PRO-CHOICE	47.9%	35.0%	70.8%	53.3%	50.9%	81.1%	60.7%	13.9%	14.2%	14.4%	9.0%	88.7%	88.2%	100.0%	57.1%	
Somewhat	15.6%	13.9%	13.1%	27.0%	7.2%	22.5%	8.1%	5.3%	10.7%	10.7%	9.0%	20.6%	20.3%	27.7%	29.8%	
Strongly	32.3%	21.2%	57.7%	26.3%	43.7%	58.6%	52.7%	8.5%	3.6%	3.7%	-	68.1%	67.9%	72.3%	27.3%	
DK/REFUSED	5.0%	4.7%	9.3%	5.7%	6.4%	-	0.5%	1.8%	7.7%	7.5%	11.4%	1.0%	1.0%	-	15.5%	
Net Diff.	-0.8%	25.3%	-50.9%	-12.4%	-8.3%	-62.1%	-21.9%	70.5%	63.9%	63.7%	70.5%	-78.3%	-77.5%	-100%	-29.8%	
Mean	2.53	2.89	1.76	2.50	2.30	1.70	2.17	3.32	3.46	3.46	3.46	1.48	1.48	1.28	2.23	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
PRO-LIFE	47.1%	77.5%	78.0%	66.5%	9.4%	8.6%	26.7%	41.5%	77.2%	27.9%
Strongly	35.2%	59.8%	59.9%	57.0%	5.6%	5.5%	7.6%	24.7%	60.4%	16.7%
Somewhat	11.9%	17.7%	18.0%	9.5%	3.9%	3.1%	19.1%	16.8%	16.8%	11.2%
PRO-CHOICE	47.9%	16.1%	15.3%	33.5%	89.1%	89.9%	73.3%	41.2%	14.7%	53.8%
Somewhat	15.6%	10.6%	9.7%	33.5%	21.6%	20.6%	43.2%	17.3%	8.8%	27.6%
Strongly	32.3%	5.5%	5.7%	-	67.5%	69.3%	30.1%	23.9%	5.9%	26.2%
DK/REFUSED	5.0%	6.4%	6.7%	-	1.4%	1.5%	-	17.3%	8.2%	18.3%
Net Diff.	-0.8%	61.5%	62.6%	33.0%	-79.7%	-81.3%	-46.5%	0.4%	62.5%	-25.8%
Mean	2.53	3.41	3.42	3.23	1.47	1.44	2.04	2.51	3.43	2.23

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
PRO-LIFE	47.1%	38.7%	77.3%	40.3%	57.3%	55.4%	33.6%	51.9%	24.9%	26.9%	77.6%	75.8%	76.2%	43.7%	76.2%	75.0%	15.3%	45.3%	47.2%	36.2%	-	
Strongly	35.2%	27.5%	64.7%	23.7%	50.1%	42.7%	21.8%	37.6%	18.3%	18.6%	59.9%	58.0%	64.3%	32.0%	64.3%	58.6%	10.0%	32.2%	35.7%	15.4%	-	
Somewhat	11.9%	11.2%	12.6%	16.7%	7.2%	12.6%	11.8%	14.3%	6.6%	8.4%	17.6%	17.8%	11.9%	11.6%	11.9%	16.3%	5.3%	13.1%	11.6%	20.7%	-	
PRO-CHOICE	47.9%	56.0%	18.2%	54.6%	37.9%	40.8%	60.6%	42.7%	73.0%	70.7%	15.9%	15.2%	13.3%	51.7%	13.3%	17.9%	81.9%	50.0%	49.0%	55.1%	-	
Somewhat	15.6%	16.7%	11.6%	17.3%	12.4%	18.1%	13.4%	14.2%	19.0%	19.7%	11.1%	10.0%	8.1%	16.4%	8.1%	12.3%	17.7%	17.3%	18.1%	13.4%	-	
Strongly	32.3%	39.3%	6.6%	37.3%	25.5%	22.7%	47.1%	28.4%	54.0%	51.0%	4.8%	5.2%	5.2%	35.4%	5.2%	5.5%	64.2%	32.8%	30.9%	41.7%	-	
DK/REFUSED	5.0%	5.2%	4.5%	5.1%	4.7%	3.8%	5.9%	5.4%	2.1%	2.4%	6.5%	9.0%	10.5%	4.6%	10.5%	7.2%	2.8%	4.6%	3.8%	8.8%	-	
Net Diff.	-0.8%	-17.3%	59.1%	-14.2%	19.4%	14.5%	-27.0%	9.3%	-48.1%	-43.7%	61.7%	60.7%	62.9%	-8.0%	62.9%	57.1%	-66.6%	-4.7%	-1.7%	-18.9%	-	
Mean	2.53	2.28	3.42	2.28	2.86	2.78	2.09	2.65	1.89	1.94	3.42	3.41	3.51	2.42	3.51	3.38	1.60	2.47	2.54	2.11	-	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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		
		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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
PRO-LIFE	47.1%	76.2%	17.8%	51.1%	73.9%	14.3%	38.0%	73.4%	15.1%	47.9%	86.5%	15.6%	38.9%	93.4%	13.7%	44.4%
Strongly	35.2%	56.8%	10.1%	36.5%	60.2%	10.0%	26.8%	57.4%	9.8%	36.9%	72.0%	10.4%	20.7%	93.4%	7.9%	22.5%
Somewhat	11.9%	19.3%	7.6%	14.7%	13.7%	4.2%	11.2%	16.0%	5.3%	11.1%	14.5%	5.2%	18.3%	-	5.8%	21.9%
PRO-CHOICE	47.9%	18.8%	82.2%	48.1%	17.0%	81.7%	52.4%	18.5%	82.3%	47.7%	13.5%	81.4%	55.9%	6.6%	83.0%	54.5%
Somewhat	15.6%	10.6%	21.7%	19.9%	13.9%	15.9%	13.9%	12.6%	13.4%	17.6%	11.1%	23.0%	16.3%	6.6%	25.5%	24.5%
Strongly	32.3%	8.3%	60.5%	28.2%	3.1%	65.8%	38.5%	5.9%	68.8%	30.0%	2.4%	58.5%	39.6%	-	57.6%	30.0%
DK/REFUSED	5.0%	5.0%	-	0.8%	9.1%	4.0%	9.6%	8.1%	2.6%	4.4%	-	3.0%	5.2%	-	3.3%	1.1%
Net Diff.	-0.8%	57.3%	-64.5%	3.0%	56.9%	-67.5%	-14.5%	54.9%	-67.1%	0.3%	73.0%	-65.8%	-16.9%	86.8%	-69.3%	-10.1%
Mean	2.53	3.31	1.67	2.60	3.44	1.57	2.29	3.36	1.55	2.57	3.56	1.67	2.21	3.87	1.63	2.37

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
PRO-LIFE	47.1%	79.3%	66.3%	8.9%	12.8%	5.9%	25.6%	77.6%	71.0%	84.1%	90.1%	12.9%	23.0%	79.7%	6.8%	27.7%	75.4%	8.1%	20.8%	78.7%	
Strongly	35.2%	62.8%	54.0%	5.9%	9.8%	2.9%	11.0%	62.4%	53.7%	70.9%	63.6%	9.7%	10.8%	60.5%	3.9%	11.2%	64.4%	3.0%	13.3%	63.2%	
Somewhat	11.9%	16.5%	12.4%	3.0%	3.0%	3.0%	14.6%	15.2%	17.4%	13.2%	26.5%	3.2%	12.2%	19.2%	2.9%	16.5%	11.0%	5.1%	7.5%	15.5%	
PRO-CHOICE	47.9%	12.4%	26.9%	90.6%	87.2%	93.1%	69.8%	15.6%	24.9%	6.5%	2.3%	87.1%	75.4%	16.8%	92.3%	65.4%	14.3%	90.9%	73.2%	14.3%	
Somewhat	15.6%	9.9%	20.4%	11.6%	4.1%	17.3%	28.7%	12.1%	18.7%	5.8%	2.3%	15.2%	33.3%	11.0%	9.8%	25.2%	13.4%	8.1%	29.5%	11.0%	
Strongly	32.3%	2.5%	6.5%	79.0%	83.1%	75.9%	41.1%	3.5%	6.2%	0.8%	-	71.9%	42.1%	5.8%	82.5%	40.3%	0.9%	82.8%	43.7%	3.3%	
DK/REFUSED	5.0%	8.3%	6.8%	0.6%	-	1.0%	4.5%	6.8%	4.1%	9.4%	7.7%	-	1.6%	3.4%	0.9%	6.8%	10.3%	1.0%	6.0%	7.0%	
Net Diff.	-0.8%	66.8%	39.4%	-81.7%	-74.3%	-87.3%	-44.2%	62.0%	46.2%	77.5%	87.8%	-74.2%	-52.4%	62.9%	-85.5%	-37.7%	61.1%	-82.8%	-52.4%	64.4%	
Mean	2.53	3.52	3.22	1.35	1.40	1.32	1.95	3.46	3.24	3.70	3.66	1.51	1.92	3.39	1.28	1.99	3.55	1.28	1.90	3.49	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
PRO-LIFE	47.1%	9.9%	36.0%	70.6%	12.5%	37.0%	64.1%	79.0%	9.4%	47.5%	48.0%	45.9%	68.0%	26.9%	75.5%	29.8%	61.1%	24.6%	73.1%	27.4%
Strongly	35.2%	9.9%	6.1%	59.5%	12.5%	5.1%	64.1%	60.1%	5.4%	45.0%	34.1%	35.3%	55.6%	16.0%	62.3%	15.7%	49.3%	16.2%	61.8%	15.0%
Somewhat	11.9%	-	29.8%	11.1%	-	31.9%	-	18.9%	4.0%	2.5%	13.9%	10.6%	12.5%	10.9%	13.2%	14.1%	11.8%	8.5%	11.3%	12.4%
PRO-CHOICE	47.9%	90.1%	62.6%	24.0%	87.5%	61.2%	35.9%	13.4%	88.9%	46.0%	49.8%	48.1%	27.7%	69.0%	20.0%	70.0%	34.8%	68.2%	21.7%	67.8%
Somewhat	15.6%	16.5%	27.1%	19.4%	20.1%	29.8%	30.1%	10.2%	21.8%	19.8%	14.7%	16.3%	18.3%	14.5%	12.4%	22.6%	23.8%	8.3%	14.1%	15.7%
Strongly	32.3%	73.6%	35.4%	4.6%	67.3%	31.4%	5.8%	3.2%	67.1%	26.3%	35.1%	31.8%	9.3%	54.5%	7.6%	47.4%	11.0%	60.0%	7.6%	52.1%
DK/REFUSED	5.0%	-	1.5%	5.4%	-	1.8%	-	7.6%	1.7%	6.4%	2.2%	6.0%	4.3%	4.1%	4.5%	0.2%	4.1%	7.1%	5.2%	4.8%
Net Diff.	-0.8%	-80.2%	-26.6%	46.7%	-74.9%	-24.2%	28.3%	65.6%	-79.5%	1.5%	-1.8%	-2.2%	40.4%	-42.1%	55.4%	-40.2%	26.3%	-43.6%	51.4%	-40.4%
Mean	2.53	1.46	2.07	3.33	1.58	2.11	3.22	3.47	1.47	2.71	2.48	2.53	3.19	1.88	3.36	1.98	3.04	1.79	3.34	1.90



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
PRO-LIFE	47.1%	46.3%	25.9%	35.1%	25.4%	52.3%	31.1%	54.9%	39.9%	49.6%	26.1%	54.7%	34.9%	43.3%	25.4%	38.3%	21.2%	53.2%	42.2%	59.9%	48.1%	
Strongly	35.2%	31.1%	18.0%	21.9%	19.2%	38.1%	22.5%	38.3%	27.1%	37.8%	19.9%	39.6%	27.9%	33.7%	14.6%	31.2%	11.8%	41.7%	30.5%	47.2%	32.6%	
Somewhat	11.9%	15.2%	7.9%	13.2%	6.2%	14.2%	8.5%	16.6%	12.7%	11.7%	6.2%	15.1%	7.0%	9.6%	10.8%	7.1%	9.5%	11.5%	11.7%	12.7%	15.5%	
PRO-CHOICE	47.9%	53.2%	71.4%	64.3%	74.0%	43.5%	66.1%	42.2%	59.0%	44.8%	70.1%	40.0%	62.1%	55.7%	72.0%	60.3%	75.6%	42.8%	53.0%	40.1%	48.2%	
Somewhat	15.6%	36.2%	12.1%	42.8%	15.5%	19.0%	16.0%	21.7%	11.9%	16.1%	18.3%	18.2%	14.3%	22.1%	18.4%	29.3%	21.3%	16.7%	14.8%	20.3%	13.8%	
Strongly	32.3%	17.0%	59.3%	21.5%	58.5%	24.5%	50.2%	20.5%	47.1%	28.7%	51.9%	21.8%	47.8%	33.6%	53.7%	31.1%	54.3%	26.1%	38.2%	19.8%	34.4%	
DK/REFUSED	5.0%	0.5%	2.7%	0.7%	0.6%	4.2%	2.8%	2.9%	1.1%	5.6%	3.8%	5.3%	3.0%	1.0%	2.6%	1.4%	3.2%	4.0%	4.7%	-	3.7%	
Net Diff.	-0.8%	-6.8%	-45.5%	-29.2%	-48.6%	8.8%	-35.1%	12.7%	-19.2%	4.7%	-44.0%	14.7%	-27.3%	-12.4%	-46.6%	-22.1%	-54.4%	10.4%	-10.8%	19.8%	-0.1%	
Mean	2.53	2.61	1.84	2.36	1.86	2.69	2.04	2.75	2.20	2.62	1.94	2.77	2.15	2.44	1.86	2.39	1.78	2.72	2.36	2.87	2.48	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
PRO-LIFE	47.1%	47.3%	37.7%	54.4%	49.5%	47.6%	26.8%	43.4%	21.9%	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-
Strongly	35.2%	36.8%	28.9%	44.4%	36.5%	32.5%	17.8%	23.8%	17.4%	74.7%	-	72.2%	-	77.4%	-	76.9%	-	67.4%	-	66.4%	-
Somewhat	11.9%	10.5%	8.8%	10.0%	13.0%	15.0%	9.0%	19.6%	4.5%	25.3%	-	27.8%	-	22.6%	-	23.1%	-	32.6%	-	33.6%	-
PRO-CHOICE	47.9%	45.1%	56.8%	41.5%	44.8%	48.6%	70.5%	56.6%	74.4%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%	-	100.0%
Somewhat	15.6%	13.5%	15.6%	16.5%	12.6%	18.0%	19.5%	20.7%	25.1%	-	32.5%	-	37.9%	-	28.7%	-	33.8%	-	30.2%	-	34.6%
Strongly	32.3%	31.6%	41.2%	25.0%	32.2%	30.5%	51.0%	35.9%	49.3%	-	67.5%	-	62.1%	-	71.3%	-	66.2%	-	69.8%	-	65.4%
DK/REFUSED	5.0%	7.6%	5.5%	4.1%	5.7%	3.8%	2.7%	-	3.7%	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-0.8%	2.1%	-19.0%	13.0%	4.8%	-1.0%	-43.7%	-13.3%	-52.4%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%	100.0%	-100%
Mean	2.53	2.57	2.27	2.77	2.57	2.52	1.93	2.31	1.90	3.75	1.33	3.72	1.38	3.77	1.29	3.77	1.34	3.67	1.30	3.66	1.35

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON
		PRO-LIFE	Should Not Be Legal	Saves Mother Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
PRO-LIFE	47.1%	81.5%	90.7%	93.1%	73.8%	6.9%	13.5%	3.4%	3.7%	83.5%	8.3%	79.6%	6.0%	83.8%	7.0%	72.4%	6.8%	66.5%	8.0%
Strongly	35.2%	62.5%	90.7%	81.7%	45.3%	3.6%	5.5%	1.8%	3.0%	62.3%	3.5%	62.7%	3.7%	67.4%	2.1%	44.9%	6.5%	40.0%	8.0%
Somewhat	11.9%	19.0%	-	11.4%	28.5%	3.3%	7.9%	1.6%	0.7%	21.2%	4.8%	16.9%	2.3%	16.4%	4.9%	27.6%	0.3%	26.5%	-
PRO-CHOICE	47.9%	16.2%	3.5%	5.3%	24.9%	91.0%	83.8%	96.6%	93.7%	16.5%	90.7%	15.9%	91.1%	13.5%	91.1%	27.2%	90.7%	32.9%	88.9%
Somewhat	15.6%	11.9%	3.5%	1.2%	19.1%	19.7%	36.5%	30.2%	2.7%	11.4%	25.9%	12.5%	15.6%	10.4%	21.3%	18.2%	16.8%	25.6%	17.6%
Strongly	32.3%	4.3%	-	4.1%	5.8%	71.2%	47.4%	66.4%	91.0%	5.2%	64.9%	3.4%	75.5%	3.1%	69.8%	8.9%	73.9%	7.2%	71.2%
DK/REFUSED	5.0%	2.2%	5.8%	1.5%	1.3%	2.1%	2.7%	-	2.6%	-	1.0%	4.5%	2.8%	2.7%	1.9%	0.4%	2.5%	0.6%	3.1%
Net Diff.	-0.8%	65.3%	87.2%	87.8%	49.0%	-84.0%	-70.4%	-93.2%	-89.9%	66.9%	-82.4%	63.7%	-85.1%	70.3%	-84.1%	45.3%	-83.9%	33.7%	-80.8%
Mean	2.53	3.43	3.93	3.73	3.15	1.38	1.71	1.39	1.14	3.41	1.46	3.46	1.32	3.52	1.38	3.09	1.38	3.00	1.43

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
PRO-LIFE	47.1%	51.8%	34.0%	29.7%	60.8%	39.5%	-	60.3%	33.1%	29.1%	47.7%	39.8%	-	44.2%	34.5%	30.0%	68.4%	38.7%	-		
Strongly	35.2%	39.8%	22.9%	19.7%	54.3%	7.4%	-	44.7%	20.1%	21.0%	44.6%	-	-	35.5%	24.7%	19.0%	59.9%	38.7%	-		
Somewhat	11.9%	12.0%	11.1%	10.0%	6.5%	32.1%	-	15.6%	13.0%	8.1%	3.2%	39.8%	-	8.7%	9.8%	11.0%	8.5%	-	-		
PRO-CHOICE	47.9%	42.5%	62.7%	68.0%	37.7%	60.5%	57.1%	36.8%	66.9%	70.9%	52.3%	60.2%	100.0%	47.7%	60.1%	66.3%	29.3%	61.3%	50.2%		
Somewhat	15.6%	14.4%	18.9%	23.5%	6.8%	0.9%	13.9%	15.4%	20.6%	28.6%	-	-	100.0%	13.4%	17.9%	20.7%	10.7%	4.9%	-		
Strongly	32.3%	28.2%	43.8%	44.5%	30.9%	59.5%	43.2%	21.3%	46.3%	42.3%	52.3%	60.2%	-	34.3%	42.2%	45.7%	18.6%	56.5%	50.2%		
DK/REFUSED	5.0%	5.7%	3.3%	2.4%	1.5%	-	42.9%	2.9%	-	-	-	-	-	8.1%	5.4%	3.7%	2.3%	-	49.8%		
Net Diff.	-0.8%	9.3%	-28.8%	-38.3%	23.2%	-20.9%	-57.1%	23.5%	-33.8%	-41.8%	-4.6%	-20.5%	-100%	-3.5%	-25.5%	-36.4%	39.1%	-22.7%	-50.2%		
Mean	2.53	2.67	2.14	2.05	2.86	1.87	1.24	2.86	2.07	2.08	2.40	1.80	2.00	2.49	2.18	2.03	3.12	2.21	1.00		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
PRO-LIFE	47.1%	36.3%	49.4%	48.0%	44.4%	52.5%	43.9%	48.4%	46.0%	48.7%	45.6%	52.5%	47.3%	56.9%	51.3%	57.9%	51.6%	61.7%
Strongly	35.2%	25.8%	35.0%	33.4%	32.4%	45.7%	31.1%	36.8%	32.3%	39.4%	32.3%	45.7%	34.3%	41.0%	33.0%	48.1%	33.9%	55.6%
Somewhat	11.9%	10.5%	14.5%	14.7%	12.0%	6.9%	12.8%	11.6%	13.7%	9.3%	13.3%	6.9%	13.0%	15.9%	18.3%	9.8%	17.7%	6.1%
PRO-CHOICE	47.9%	54.3%	47.3%	49.2%	50.5%	40.5%	50.2%	46.9%	49.7%	45.2%	49.9%	40.5%	48.1%	41.9%	46.3%	39.9%	46.6%	34.6%
Somewhat	15.6%	10.2%	10.1%	16.0%	24.3%	14.9%	10.2%	17.9%	13.2%	19.3%	15.8%	14.9%	14.4%	17.6%	16.5%	16.7%	18.1%	11.6%
Strongly	32.3%	44.1%	37.2%	33.2%	26.2%	25.6%	40.1%	29.0%	36.5%	25.9%	34.0%	25.6%	33.7%	24.3%	29.8%	23.2%	28.4%	23.1%
DK/REFUSED	5.0%	9.4%	3.3%	2.8%	5.2%	7.0%	5.9%	4.7%	4.3%	6.1%	4.5%	7.0%	4.6%	1.2%	2.3%	2.1%	1.9%	3.6%
Net Diff.	-0.8%	-18.0%	2.1%	-1.2%	-6.1%	12.1%	-6.3%	1.5%	-3.7%	3.5%	-4.3%	12.1%	-0.7%	15.0%	5.0%	18.0%	5.0%	27.1%
Mean	2.53	2.20	2.49	2.50	2.53	2.78	2.37	2.59	2.44	2.66	2.46	2.78	2.50	2.74	2.56	2.85	2.58	2.98

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
PRO-LIFE	47.1%	40.7%	41.8%	41.5%	41.4%	40.9%	43.8%	53.9%	41.5%	58.4%	37.0%	45.6%	12.2%	45.9%	43.1%	48.3%	49.3%	
Strongly	35.2%	28.1%	33.5%	31.6%	32.5%	31.0%	36.1%	38.9%	32.2%	45.1%	26.3%	33.8%	-	31.4%	30.6%	32.8%	40.5%	
Somewhat	11.9%	12.6%	8.2%	9.8%	8.9%	9.9%	7.6%	15.0%	9.4%	13.2%	10.7%	11.8%	12.2%	14.5%	12.6%	15.5%	8.8%	
PRO-CHOICE	47.9%	52.2%	50.9%	52.6%	49.3%	52.5%	46.1%	43.8%	51.2%	37.6%	59.4%	47.0%	87.8%	46.7%	52.5%	44.6%	47.4%	
Somewhat	15.6%	6.2%	18.1%	10.3%	21.3%	14.0%	18.0%	16.6%	14.7%	13.6%	14.2%	18.9%	20.6%	10.5%	25.4%	11.4%	16.5%	
Strongly	32.3%	46.0%	32.8%	42.3%	28.0%	38.5%	28.1%	27.2%	36.5%	24.0%	45.1%	28.1%	67.2%	36.2%	27.1%	33.2%	30.9%	
DK/REFUSED	5.0%	7.1%	7.4%	5.9%	9.2%	6.6%	10.2%	2.3%	7.2%	4.0%	3.6%	7.4%	-	7.4%	4.4%	7.1%	3.3%	
Net Diff.	-0.8%	-11.6%	-9.1%	-11.1%	-7.9%	-11.6%	-2.3%	10.1%	-9.7%	20.7%	-22.4%	-1.5%	-75.7%	-0.8%	-9.4%	3.7%	1.9%	
Mean	2.53	2.24	2.46	2.33	2.51	2.36	2.58	2.67	2.40	2.83	2.19	2.55	1.45	2.44	2.49	2.51	2.61	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
PRO-LIFE	47.1%	52.4%	41.3%	41.6%	40.1%	59.7%	47.6%	77.6%	81.2%	60.3%	37.8%	11.4%	-	12.5%
Strongly	35.2%	36.3%	32.4%	35.2%	30.2%	43.7%	25.7%	67.1%	68.5%	60.3%	36.4%	5.4%	-	5.9%
Somewhat	11.9%	16.1%	8.9%	6.4%	9.9%	16.0%	21.9%	10.6%	12.8%	-	1.4%	6.1%	-	6.6%
PRO-CHOICE	47.9%	41.4%	52.9%	56.4%	54.0%	37.1%	47.5%	18.4%	14.0%	39.7%	62.2%	82.8%	100.0%	81.3%
Somewhat	15.6%	14.4%	18.1%	14.8%	19.6%	10.0%	19.9%	11.8%	7.9%	30.9%	7.7%	20.9%	41.0%	19.2%
Strongly	32.3%	27.0%	34.8%	41.6%	34.5%	27.1%	27.6%	6.5%	6.0%	8.8%	54.5%	61.8%	59.0%	62.1%
DK/REFUSED	5.0%	6.2%	5.8%	2.0%	5.9%	3.1%	4.9%	4.0%	4.8%	-	-	5.8%	-	6.3%
Net Diff.	-0.8%	11.0%	-11.6%	-14.8%	-13.9%	22.6%	0.1%	59.3%	67.2%	20.5%	-24.4%	-71.3%	-100%	-68.8%
Mean	2.53	2.66	2.41	2.36	2.38	2.79	2.48	3.44	3.51	3.12	2.20	1.52	1.41	1.53

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
PRO-LIFE	52.5%	49.5%	48.9%	66.6%	51.9%	56.6%	44.9%	78.6%	79.9%	80.4%	66.3%	19.0%	19.7%	6.5%	43.3%
Shouldn't Be Legal	10.3%	5.2%	10.4%	20.6%	10.6%	8.4%	5.8%	13.3%	17.6%	18.0%	5.8%	2.1%	2.2%	-	3.9%
Protect Mother's Life	11.9%	11.6%	14.4%	7.2%	11.8%	13.0%	14.0%	11.2%	19.8%	18.6%	52.6%	2.6%	2.8%	-	7.7%
Case of Incest/Rape	30.2%	32.6%	24.1%	38.8%	29.5%	35.2%	25.1%	54.0%	42.6%	43.8%	8.0%	14.3%	14.8%	6.5%	31.8%
PRO-CHOICE	41.9%	43.7%	46.8%	27.0%	43.0%	33.8%	43.6%	15.5%	12.7%	12.0%	33.7%	78.2%	77.3%	93.5%	46.7%
During 1st Trimester	14.1%	15.9%	15.1%	8.1%	14.5%	11.3%	16.1%	2.3%	9.5%	8.9%	25.1%	21.4%	19.1%	57.7%	5.2%
Until 20th Week	8.7%	7.6%	9.6%	8.7%	9.4%	3.3%	5.1%	-	1.9%	1.7%	8.6%	17.6%	17.6%	17.8%	6.8%
Legal:All Circumstance	19.1%	20.2%	22.1%	10.3%	19.1%	19.2%	22.4%	13.2%	1.4%	1.4%	-	39.3%	40.6%	18.1%	34.7%
DK/REFUSED	5.7%	6.8%	4.3%	6.3%	5.1%	9.5%	11.5%	5.9%	7.4%	7.6%	-	2.8%	3.0%	-	9.9%
Net Diff.	10.6%	5.8%	2.0%	39.6%	8.9%	22.8%	1.3%	63.1%	67.2%	68.4%	32.6%	-59.3%	-57.5%	-87.1%	-3.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
PRO-LIFE	52.5%	76.4%	21.4%	46.5%	53.8%	31.2%	83.1%	41.6%	58.2%	70.2%	92.0%	54.0%	47.1%
Shouldn't Be Legal	10.3%	21.8%	5.4%	3.5%	10.1%	7.5%	17.5%	4.5%	12.3%	18.9%	-	15.3%	8.1%
Protect Mother's Life	11.9%	19.0%	-	7.5%	15.0%	5.2%	18.6%	8.6%	14.2%	26.5%	-	12.2%	9.5%
Case of Incest/Rape	30.2%	35.7%	16.0%	35.5%	28.7%	18.5%	47.0%	28.5%	31.7%	24.8%	92.0%	26.5%	29.4%
PRO-CHOICE	41.9%	18.8%	78.6%	45.9%	39.5%	66.0%	9.9%	51.6%	36.0%	28.4%	8.0%	44.7%	48.6%
During 1st Trimester	14.1%	13.9%	13.4%	18.7%	11.4%	18.3%	6.0%	22.6%	10.8%	22.6%	-	12.4%	18.4%
Until 20th Week	8.7%	1.5%	16.9%	9.0%	9.5%	13.0%	3.5%	10.4%	7.5%	-	-	7.6%	9.1%
Legal:All Circumstance	19.1%	3.4%	48.2%	18.2%	18.5%	34.7%	0.5%	18.6%	17.7%	5.8%	8.0%	24.8%	21.2%
DK/REFUSED	5.7%	4.8%	-	7.6%	6.7%	2.8%	6.9%	6.9%	5.8%	1.5%	-	1.3%	4.3%
Net Diff.	10.6%	57.7%	-57.1%	0.6%	14.4%	-34.8%	73.2%	-10.0%	22.2%	41.8%	84.1%	9.2%	-1.5%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
PRO-LIFE	52.5%	67.5%	28.1%	54.1%	44.2%	15.2%	31.2%	58.8%	81.4%	80.8%	100.0%	19.1%	19.8%	-	23.1%
Shouldn't Be Legal	10.3%	13.8%	8.9%	4.4%	12.6%	6.2%	9.3%	7.6%	17.8%	18.3%	-	1.4%	1.4%	-	7.3%
Protect Mother's Life	11.9%	15.2%	3.8%	12.9%	14.5%	3.3%	2.2%	16.4%	19.7%	19.4%	31.2%	2.7%	2.8%	-	6.8%
Case of Incest/Rape	30.2%	38.4%	15.4%	36.9%	17.1%	5.8%	19.7%	34.8%	43.9%	43.1%	68.8%	14.9%	15.5%	-	8.9%
PRO-CHOICE	41.9%	27.3%	65.4%	40.3%	48.1%	84.8%	68.8%	18.4%	11.8%	12.1%	-	76.6%	75.8%	100.0%	73.1%
During 1st Trimester	14.1%	10.8%	7.3%	18.5%	10.2%	43.5%	21.7%	4.6%	8.5%	8.7%	-	20.4%	18.6%	69.4%	22.0%
Until 20th Week	8.7%	7.9%	17.4%	8.1%	11.1%	6.5%	-	5.0%	1.9%	1.9%	-	16.6%	17.2%	-	14.6%
Legal:All Circumstance	19.1%	8.6%	40.8%	13.8%	26.8%	34.8%	47.1%	8.7%	1.4%	1.5%	-	39.7%	40.0%	30.6%	36.5%
DK/REFUSED	5.7%	5.2%	6.5%	5.6%	7.7%	-	-	22.8%	6.9%	7.1%	-	4.3%	4.5%	-	3.9%
Net Diff.	10.6%	40.2%	-37.3%	13.8%	-3.9%	-69.6%	-37.6%	40.4%	69.6%	68.7%	100.0%	-57.6%	-56.0%	-100%	-50.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 CIED NEWTON		
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
PRO-LIFE	52.5%	81.2%	80.5%	100.0%	17.0%	16.2%	32.3%	46.8%	82.7%	22.1%
Shouldn't Be Legal	10.3%	18.1%	18.8%	-	1.2%	1.2%	-	5.4%	23.9%	9.9%
Protect Mother's Life	11.9%	19.8%	18.9%	40.6%	2.2%	1.4%	19.1%	10.8%	20.4%	-
Case of Incest/Rape	30.2%	43.3%	42.7%	59.4%	13.6%	13.6%	13.2%	30.6%	38.5%	12.2%
PRO-CHOICE	41.9%	12.1%	12.5%	-	79.0%	79.6%	67.7%	45.4%	12.0%	75.5%
During 1st Trimester	14.1%	7.5%	7.9%	-	21.0%	19.9%	44.3%	23.0%	8.1%	30.0%
Until 20th Week	8.7%	1.9%	2.0%	-	18.1%	18.0%	20.4%	2.6%	1.6%	6.8%
Legal:All Circumstance	19.1%	2.6%	2.7%	-	39.9%	41.7%	3.0%	19.8%	2.3%	38.7%
DK/REFUSED	5.7%	6.7%	7.0%	-	4.0%	4.2%	-	7.8%	5.3%	2.5%
Net Diff.	10.6%	69.2%	67.9%	100.0%	-62.1%	-63.4%	-35.4%	1.4%	70.7%	-53.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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																REGISTERED PARTY		DK/Ref			
	TOTAL		ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRAM IF REQUIRED		EXPAND MEDICAID		REPUBLICAN	DEMOCRATIC		INDEP. /OTHER /DK	Indep. endent	Other
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE						
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
PRO-LIFE	52.5%	44.5%	81.0%	44.4%	62.6%	63.1%	35.0%	58.2%	25.8%	34.3%	81.4%	78.3%	76.2%	49.3%	76.2%	79.0%	22.2%	50.9%	53.8%	36.7%	-	
Shouldn't Be Legal	10.3%	7.2%	23.7%	3.6%	18.4%	13.5%	5.9%	11.3%	5.1%	5.1%	19.1%	14.4%	28.8%	8.3%	28.8%	19.5%	1.6%	8.0%	9.4%	1.6%	-	
Protect Mother's Life	11.9%	9.7%	18.3%	9.3%	15.8%	15.5%	5.6%	14.1%	2.2%	6.4%	18.2%	21.4%	15.5%	11.5%	15.5%	18.7%	4.9%	10.9%	11.6%	7.6%	-	
Case of Incest/Rape	30.2%	27.6%	38.9%	31.6%	28.5%	34.1%	23.5%	32.8%	18.5%	22.8%	44.1%	42.5%	31.9%	29.5%	31.9%	40.8%	15.7%	32.0%	32.9%	27.5%	-	
PRO-CHOICE	41.9%	49.4%	14.4%	51.3%	31.9%	32.3%	58.1%	36.2%	69.4%	61.4%	13.6%	14.1%	15.7%	45.2%	15.7%	13.8%	72.6%	44.9%	42.9%	54.6%	-	
During 1st Trimester	14.1%	16.4%	5.0%	19.5%	10.5%	15.2%	14.0%	13.0%	18.0%	18.5%	7.3%	9.0%	5.6%	15.2%	5.6%	9.3%	19.0%	14.8%	14.9%	14.7%	-	
Until 20th Week	8.7%	9.9%	4.8%	11.4%	4.9%	4.7%	16.0%	6.9%	19.9%	12.7%	3.3%	2.2%	7.5%	9.1%	7.5%	0.8%	13.5%	13.1%	12.4%	16.6%	-	
Legal:All Circumstance	19.1%	23.1%	4.6%	20.3%	16.5%	12.4%	28.0%	16.3%	31.5%	30.3%	3.0%	2.8%	2.6%	20.9%	2.6%	3.7%	40.1%	16.9%	15.6%	23.2%	-	
DK/REFUSED	5.7%	6.0%	4.6%	4.3%	5.5%	4.6%	6.9%	5.6%	4.8%	4.3%	5.0%	7.7%	8.1%	5.4%	8.1%	7.3%	5.2%	4.2%	3.3%	8.8%	-	
Net Diff.	10.6%	-4.9%	66.5%	-6.9%	30.8%	30.8%	-23.1%	22.1%	-43.6%	-27.1%	67.7%	64.2%	60.4%	4.1%	60.4%	65.2%	-50.4%	6.0%	11.0%	-17.9%	-	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

23. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 6

	TOTAL	REGISTERED PARTY: MALE			REGISTERED PARTY: FEMALE			REGISTERED PARTY: WHITE			REGISTERED PARTY: NON-WHITE			REGISTERED PARTY: AFRICAN-AMERICAN/ BLACK		
		REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK	REPUB- LICAN	DEMO- CRATIC	INDEP- /OTHER /DK
Total	300	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
PRO-LIFE	52.5%	77.3%	25.0%	58.4%	80.5%	20.9%	41.4%	78.6%	22.4%	52.0%	81.3%	21.9%	48.1%	84.2%	23.4%	53.5%
Shouldn't Be Legal	10.3%	17.7%	-	9.5%	21.1%	2.3%	6.2%	18.1%	0.8%	10.3%	32.4%	2.6%	2.5%	43.7%	2.9%	1.1%
Protect Mother's Life	11.9%	22.5%	-	10.8%	15.2%	7.1%	11.1%	17.0%	3.7%	14.5%	33.9%	6.3%	2.0%	18.4%	7.0%	3.2%
Case of Incest/Rape	30.2%	37.0%	25.0%	38.1%	44.2%	11.6%	24.1%	43.5%	17.9%	27.2%	14.9%	12.9%	43.6%	22.1%	13.5%	49.2%
PRO-CHOICE	41.9%	15.9%	70.2%	40.8%	11.8%	73.7%	50.0%	13.2%	75.0%	44.7%	18.7%	69.7%	45.3%	15.8%	70.8%	45.4%
During 1st Trimester	14.1%	12.3%	20.7%	10.1%	6.6%	18.3%	20.9%	9.1%	18.4%	14.6%	11.2%	19.8%	15.4%	15.8%	22.0%	21.0%
Until 20th Week	8.7%	0.5%	13.2%	15.9%	1.0%	13.7%	9.6%	-	14.0%	13.4%	7.6%	12.9%	12.4%	-	14.3%	14.5%
Legal:All Circumstance	19.1%	3.1%	36.3%	14.9%	4.2%	41.7%	19.6%	4.1%	42.6%	16.7%	-	36.9%	17.5%	-	34.5%	10.0%
DK/REFUSED	5.7%	6.8%	4.7%	0.8%	7.7%	5.4%	8.6%	8.2%	2.6%	3.3%	-	8.5%	6.6%	-	5.8%	1.1%
Net Diff.	10.6%	61.4%	-45.2%	17.6%	68.7%	-52.7%	-8.6%	65.3%	-52.6%	7.3%	62.5%	-47.8%	2.9%	68.4%	-47.4%	8.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

23. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 7

	TOTAL	ALIGNMENT W/			IDEOLOGY							WHITE	IDEOLOGY:			IDEOLOGY:			IDEOLOGY:		
		REPUBLICAN PARTY	TRUMP SUPPORTER	TRADITIONAL REPUBLICAN	LIBERAL	Very	Some-what	MODERATE	CONSERVATIVE	Some-what	Very	DEMOCRATS	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
PRO-LIFE	52.5%	80.3%	75.2%	8.5%	6.8%	9.9%	44.8%	80.8%	76.6%	85.0%	90.1%	13.7%	45.3%	81.1%	5.9%	44.4%	80.5%	6.4%	41.0%	81.0%	
Shouldn't Be Legal	10.3%	21.0%	18.5%	3.1%	3.7%	2.6%	4.1%	17.5%	12.6%	22.2%	-	4.7%	1.8%	16.4%	2.2%	5.8%	18.6%	-	4.9%	18.2%	
Protect Mother's Life	11.9%	14.3%	21.0%	-	-	-	7.9%	19.8%	18.2%	21.3%	26.1%	-	3.2%	22.6%	-	11.7%	16.9%	-	7.1%	19.6%	
Case of Incest/Rape	30.2%	44.9%	35.6%	5.5%	3.1%	7.3%	32.8%	43.6%	45.7%	41.5%	64.0%	9.0%	40.3%	42.2%	3.7%	26.9%	45.0%	6.4%	28.9%	43.2%	
PRO-CHOICE	41.9%	9.6%	20.5%	90.3%	93.2%	88.2%	50.8%	11.7%	19.1%	4.5%	-	86.3%	53.3%	14.0%	92.4%	48.9%	9.2%	91.7%	56.1%	12.0%	
During 1st Trimester	14.1%	8.2%	13.9%	23.5%	16.5%	28.8%	14.2%	9.3%	15.6%	3.1%	-	21.5%	11.7%	11.3%	24.5%	16.1%	7.1%	22.0%	14.2%	9.9%	
Until 20th Week	8.7%	-	1.6%	17.9%	15.9%	19.4%	13.5%	1.3%	1.9%	0.8%	-	26.6%	13.8%	1.7%	13.5%	13.2%	0.9%	14.9%	18.8%	0.8%	
Legal:All Circumstance	19.1%	1.5%	5.0%	48.9%	60.9%	40.0%	23.2%	1.1%	1.6%	0.6%	-	38.2%	27.8%	1.0%	54.4%	19.5%	1.2%	54.8%	23.1%	1.3%	
DK/REFUSED	5.7%	10.1%	4.4%	1.1%	-	2.0%	4.4%	7.5%	4.3%	10.5%	9.9%	-	1.4%	4.8%	1.7%	6.7%	10.2%	1.9%	2.9%	7.0%	
Net Diff.	10.6%	70.6%	54.7%	-81.8%	-86.4%	-78.3%	-6.0%	69.2%	57.5%	80.5%	90.1%	-72.6%	-8.0%	67.1%	-86.5%	-4.5%	71.3%	-85.4%	-15.1%	69.0%	

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
PRO-LIFE	52.5%	11.6%	53.0%	79.2%	9.6%	56.8%	79.8%	82.2%	17.7%	54.4%	50.3%	52.9%	76.4%	30.1%	79.6%	35.5%	73.4%	26.0%	82.1%	29.1%
Shouldn't Be Legal	10.3%	7.3%	2.2%	13.4%	9.3%	2.6%	6.0%	17.9%	1.3%	21.1%	7.7%	11.5%	18.6%	2.4%	17.4%	4.9%	19.8%	0.5%	20.3%	1.9%
Protect Mother's Life	11.9%	-	9.8%	21.9%	-	8.2%	18.1%	20.4%	2.1%	6.7%	7.5%	12.9%	18.6%	6.1%	20.3%	7.1%	17.1%	5.3%	20.5%	4.7%
Case of Incest/Rape	30.2%	4.3%	41.0%	43.9%	0.3%	45.9%	55.7%	43.9%	14.2%	26.6%	35.1%	28.4%	39.1%	21.6%	41.9%	23.4%	36.5%	20.2%	41.3%	22.5%
PRO-CHOICE	41.9%	88.4%	39.6%	10.0%	90.4%	36.5%	10.3%	11.1%	78.3%	39.2%	48.2%	39.9%	17.4%	65.3%	13.9%	62.8%	20.7%	67.2%	13.4%	65.8%
During 1st Trimester	14.1%	25.6%	14.2%	5.6%	30.9%	13.7%	10.3%	8.6%	19.9%	30.7%	18.5%	12.5%	9.0%	18.9%	5.9%	18.9%	11.9%	19.0%	8.4%	17.2%
Until 20th Week	8.7%	22.1%	2.1%	4.5%	24.1%	2.5%	-	0.7%	18.4%	-	11.7%	7.7%	2.6%	14.7%	3.8%	15.8%	1.5%	13.8%	1.3%	14.2%
Legal:All Circumstance	19.1%	40.7%	23.3%	-	35.4%	20.3%	-	1.7%	40.0%	8.4%	18.0%	19.8%	5.8%	31.7%	4.1%	28.2%	7.3%	34.3%	3.7%	34.4%
DK/REFUSED	5.7%	-	7.4%	10.8%	-	6.7%	9.9%	6.8%	4.1%	6.4%	1.5%	7.2%	6.2%	4.6%	6.5%	1.7%	5.8%	6.8%	4.5%	5.2%
Net Diff.	10.6%	-76.8%	13.4%	69.2%	-80.8%	20.3%	69.6%	71.1%	-60.6%	15.3%	2.1%	12.9%	59.0%	-35.2%	65.7%	-27.4%	52.7%	-41.1%	68.7%	-36.7%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
PRO-LIFE	52.5%	52.2%	32.2%	48.9%	30.8%	59.2%	35.8%	62.5%	38.2%	55.7%	34.4%	61.3%	39.9%	51.3%	29.7%	48.1%	28.2%	59.8%	46.0%	64.4%	53.4%
Shouldn't Be Legal	10.3%	12.3%	3.5%	8.3%	5.0%	12.0%	6.1%	13.3%	4.3%	10.6%	7.2%	12.0%	7.8%	11.9%	3.7%	8.6%	4.6%	12.4%	7.7%	12.9%	9.1%
Protect Mother's Life	11.9%	11.4%	8.8%	14.3%	3.4%	13.3%	5.2%	16.6%	1.1%	9.8%	7.5%	13.8%	6.3%	12.0%	3.6%	4.4%	4.5%	12.3%	12.0%	15.2%	11.6%
Case of Incest/Rape	30.2%	28.5%	19.9%	26.2%	22.4%	33.9%	24.5%	32.6%	32.7%	35.3%	19.8%	35.5%	25.9%	27.3%	22.4%	35.2%	19.1%	35.0%	26.3%	36.3%	32.7%
PRO-CHOICE	41.9%	34.6%	64.4%	40.8%	68.6%	36.1%	60.2%	33.3%	56.1%	39.0%	62.5%	34.0%	57.2%	43.8%	64.7%	46.4%	68.6%	35.1%	47.9%	31.8%	42.4%
During 1st Trimester	14.1%	11.7%	22.4%	14.8%	28.7%	15.4%	14.2%	15.3%	10.9%	15.4%	16.1%	13.8%	14.0%	20.9%	14.6%	27.6%	16.9%	12.9%	15.1%	13.1%	13.6%
Until 20th Week	8.7%	8.3%	15.7%	7.6%	18.8%	6.3%	15.4%	6.9%	19.3%	5.7%	13.2%	7.0%	12.7%	4.1%	19.5%	2.0%	21.8%	6.3%	10.8%	6.7%	11.9%
Legal:All Circumstance	19.1%	14.5%	26.3%	18.3%	21.2%	14.4%	30.5%	11.1%	25.9%	17.9%	33.1%	13.2%	30.5%	18.8%	30.6%	16.8%	30.0%	15.8%	22.0%	12.0%	16.9%
DK/REFUSED	5.7%	13.3%	3.5%	10.3%	0.6%	4.7%	4.0%	4.2%	5.7%	5.2%	3.0%	4.7%	2.9%	4.9%	5.7%	5.4%	3.2%	5.1%	6.1%	3.8%	4.2%
Net Diff.	10.6%	17.6%	-32.2%	8.1%	-37.7%	23.1%	-24.4%	29.1%	-17.9%	16.7%	-28.1%	27.3%	-17.3%	7.5%	-35.0%	1.7%	-40.4%	24.6%	-2.0%	32.6%	11.0%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

23. Which one of the following statements most closely describes your positions on the issue of abortion?  
 1. Abortions should not be legal in any circumstances  
 2. Abortions should be legal only in order to protect the life of the mother  
 3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother  
 4. Abortions should be legal during the first trimester of pregnancy  
 5. Abortions should be legal until the twentieth week of pregnancy  
 6. Abortions should be legal in all circumstances

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER./BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
PRO-LIFE	52.5%	55.7%	40.3%	64.8%	49.1%	40.4%	39.3%	40.2%	36.0%	90.9%	17.8%	91.0%	22.2%	90.7%	14.7%	92.4%	18.1%	84.3%	17.1%	84.1%	18.1%
Shouldn't Be Legal	10.3%	12.1%	6.6%	13.8%	8.2%	7.8%	6.5%	3.2%	7.6%	19.9%	0.8%	19.9%	-	19.8%	1.3%	20.8%	-	16.5%	2.1%	14.1%	2.7%
Protect Mother's Life	11.9%	9.7%	12.3%	12.6%	14.1%	11.4%	7.6%	14.8%	2.4%	23.6%	1.3%	22.3%	2.5%	25.0%	0.5%	23.5%	1.6%	24.5%	0.9%	20.7%	1.1%
Case of Incest/Rape	30.2%	33.9%	21.4%	38.4%	26.8%	21.2%	25.2%	22.2%	26.0%	47.4%	15.7%	48.8%	19.7%	45.9%	12.9%	48.1%	16.6%	43.4%	14.1%	49.3%	14.4%
PRO-CHOICE	41.9%	38.0%	52.1%	31.0%	44.3%	51.0%	55.5%	59.8%	57.9%	6.2%	79.5%	5.7%	77.1%	6.6%	81.2%	5.1%	80.4%	10.8%	77.9%	15.9%	76.6%
During 1st Trimester	14.1%	12.8%	16.2%	11.2%	14.8%	19.6%	15.7%	25.5%	18.7%	4.0%	24.6%	3.3%	25.8%	4.7%	23.8%	3.2%	25.4%	7.4%	23.2%	10.7%	26.5%
Until 20th Week	8.7%	6.0%	10.0%	5.9%	9.2%	8.0%	14.1%	6.3%	16.9%	0.6%	17.5%	1.2%	19.8%	-	15.9%	0.4%	17.1%	1.7%	18.2%	2.6%	18.1%
Legal:All Circumstance	19.1%	19.2%	25.9%	13.9%	20.3%	23.4%	25.7%	28.0%	22.3%	1.5%	37.4%	1.2%	31.5%	1.9%	41.5%	1.5%	37.9%	1.7%	36.5%	2.6%	32.0%
DK/REFUSED	5.7%	6.3%	7.6%	4.2%	6.6%	8.6%	5.2%	-	6.1%	3.0%	2.7%	3.3%	0.7%	2.7%	4.1%	2.5%	1.5%	4.9%	5.0%	-	5.3%
Net Diff.	10.6%	17.6%	-11.9%	33.8%	4.8%	-10.7%	-16.3%	-19.7%	-21.9%	84.7%	-61.7%	85.3%	-54.9%	84.1%	-66.5%	87.3%	-62.3%	73.6%	-60.8%	68.2%	-58.5%



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

23. Which one of the following statements most closely describes your positions on the issue of abortion?

1. Abortions should not be legal in any circumstances
2. Abortions should be legal only in order to protect the life of the mother
3. Abortions should be legal only in the case of incest, rape, or to protect the life of the mother
4. Abortions should be legal during the first trimester of pregnancy
5. Abortions should be legal until the twentieth week of pregnancy
6. Abortions should be legal in all circumstances

BANNER 12

	TOTAL							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	Asian/Amer.
Total	300	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
PRO-LIFE	52.5%	57.1%	39.6%	37.5%	47.9%	53.6%	12.7%	64.7%	39.4%	41.0%	12.2%	55.9%	-	50.3%	39.7%	35.5%	68.4%	43.5%	14.7%
Shouldn't Be Legal	10.3%	11.6%	7.0%	6.0%	13.3%	7.4%	-	12.2%	5.8%	8.5%	-	-	-	11.0%	7.7%	4.6%	20.9%	38.7%	-
Protect Mother's Life	11.9%	13.1%	8.9%	6.9%	18.1%	14.1%	-	15.7%	4.6%	2.2%	-	17.4%	-	10.8%	11.6%	9.5%	28.5%	-	-
Case of Incest/Rape	30.2%	32.4%	23.7%	24.6%	16.5%	32.1%	12.7%	36.8%	29.0%	30.3%	12.2%	38.5%	-	28.5%	20.3%	21.4%	19.0%	4.9%	14.7%
PRO-CHOICE	41.9%	37.5%	53.9%	58.6%	38.8%	41.0%	44.4%	31.4%	56.3%	59.0%	55.4%	44.1%	100.0%	43.0%	52.3%	58.4%	29.3%	28.0%	35.4%
During 1st Trimester	14.1%	13.0%	17.0%	21.1%	3.2%	5.4%	13.9%	12.0%	17.1%	21.2%	3.2%	6.7%	100.0%	13.9%	17.0%	21.1%	3.2%	-	-
Until 20th Week	8.7%	7.5%	12.0%	13.1%	5.3%	17.4%	-	7.7%	14.7%	16.0%	-	21.5%	-	7.3%	10.2%	11.5%	8.4%	-	-
Legal:All Circumstance	19.1%	17.1%	24.8%	24.3%	30.3%	18.2%	30.5%	11.7%	24.6%	21.9%	52.3%	15.9%	-	21.8%	25.0%	25.7%	17.7%	28.0%	35.4%
DK/REFUSED	5.7%	5.3%	6.6%	3.9%	13.3%	5.5%	42.9%	3.9%	4.2%	-	32.3%	-	-	6.6%	8.1%	6.1%	2.3%	28.5%	49.8%
Net Diff.	10.6%	19.6%	-14.3%	-21.1%	9.1%	12.6%	-31.7%	33.3%	-16.9%	-18.0%	-43.2%	11.9%	-100%	7.3%	-12.6%	-22.8%	39.1%	15.5%	-20.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
PRO-LIFE	52.5%	42.5%	51.1%	48.6%	58.4%	59.7%	47.5%	54.5%	48.1%	59.1%	50.6%	59.7%	51.5%	62.1%	52.0%	69.3%	56.0%	68.2%
Shouldn't Be Legal	10.3%	12.8%	11.3%	6.1%	14.4%	10.7%	11.9%	9.7%	9.0%	12.4%	10.3%	10.7%	12.1%	10.1%	9.2%	13.1%	9.9%	13.5%
Protect Mother's Life	11.9%	11.0%	7.5%	9.7%	11.4%	19.1%	9.0%	12.9%	9.3%	15.4%	9.8%	19.1%	10.1%	14.5%	9.1%	19.3%	9.7%	24.5%
Case of Incest/Rape	30.2%	18.8%	32.2%	32.8%	32.7%	29.9%	26.6%	31.9%	29.8%	31.2%	30.5%	29.9%	29.3%	37.5%	33.7%	36.9%	36.4%	30.2%
PRO-CHOICE	41.9%	52.9%	45.9%	44.5%	34.6%	34.9%	48.8%	38.9%	46.6%	34.7%	43.7%	34.9%	44.9%	33.8%	42.7%	28.7%	39.9%	28.5%
During 1st Trimester	14.1%	15.3%	13.1%	15.0%	14.3%	12.8%	14.0%	14.2%	14.5%	13.5%	14.5%	12.8%	14.8%	12.4%	15.5%	9.6%	15.0%	7.1%
Until 20th Week	8.7%	2.4%	14.8%	10.6%	6.3%	6.9%	9.6%	8.3%	10.1%	6.6%	9.2%	6.9%	10.2%	8.9%	11.7%	5.6%	10.6%	4.9%
Legal:All Circumstance	19.1%	35.2%	17.9%	18.9%	14.0%	15.1%	25.2%	16.5%	22.0%	14.6%	20.0%	15.1%	19.8%	12.4%	15.5%	13.5%	14.2%	16.5%
DK/REFUSED	5.7%	4.6%	3.0%	6.9%	7.0%	5.5%	3.7%	6.5%	5.3%	6.2%	5.7%	5.5%	3.6%	4.1%	5.3%	2.0%	4.2%	3.3%
Net Diff.	10.6%	-10.3%	5.2%	4.1%	23.8%	24.8%	-1.3%	15.6%	1.4%	24.3%	6.8%	24.8%	6.7%	28.3%	9.3%	40.6%	16.1%	39.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
PRO-LIFE	52.5%	43.7%	48.7%	44.7%	51.1%	46.3%	51.5%	58.8%	47.3%	60.8%	39.9%	56.5%	3.9%	51.9%	57.9%	50.3%	53.8%	
Shouldn't Be Legal	10.3%	11.8%	9.4%	8.8%	11.9%	10.6%	8.0%	10.7%	10.0%	10.7%	5.7%	14.5%	-	7.3%	14.7%	9.3%	10.9%	
Protect Mother's Life	11.9%	7.9%	11.7%	9.5%	12.4%	9.9%	13.9%	13.1%	11.0%	16.3%	7.1%	12.3%	-	16.2%	8.7%	5.1%	15.5%	
Case of Incest/Rape	30.2%	24.0%	27.5%	26.4%	26.8%	25.8%	29.7%	35.0%	26.4%	33.8%	27.0%	29.7%	3.9%	28.4%	34.5%	35.9%	27.4%	
PRO-CHOICE	41.9%	52.5%	43.0%	49.9%	39.4%	46.8%	40.9%	37.3%	45.6%	33.3%	55.3%	37.3%	96.1%	42.0%	38.4%	41.6%	41.1%	
During 1st Trimester	14.1%	13.3%	15.5%	13.7%	16.6%	14.1%	18.2%	13.2%	14.8%	12.1%	15.2%	14.9%	56.4%	12.2%	14.0%	14.1%	13.3%	
Until 20th Week	8.7%	9.1%	7.8%	8.8%	7.4%	8.0%	8.8%	9.3%	8.1%	10.0%	9.9%	6.1%	9.9%	6.4%	10.6%	8.3%	9.0%	
Legal:All Circumstance	19.1%	30.2%	19.6%	27.4%	15.5%	24.6%	13.8%	14.8%	22.7%	11.2%	30.2%	16.3%	29.7%	23.4%	13.8%	19.3%	18.8%	
DK/REFUSED	5.7%	3.7%	8.4%	5.4%	9.5%	7.0%	7.6%	4.0%	7.0%	5.9%	4.9%	6.2%	-	6.1%	3.6%	8.1%	5.0%	
Net Diff.	10.6%	-8.8%	5.7%	-5.3%	11.7%	-0.5%	10.6%	21.5%	1.7%	27.4%	-15.4%	19.3%	-92.1%	9.9%	19.5%	8.7%	12.7%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
PRO-LIFE	52.5%	58.3%	47.0%	46.2%	46.4%	63.1%	53.6%	78.8%	82.6%	60.3%	29.1%	23.6%	-	25.7%	
Shouldn't Be Legal	10.3%	8.2%	12.1%	12.0%	8.8%	12.6%	7.4%	11.3%	13.7%	-	-	7.2%	-	7.8%	
Protect Mother's Life	11.9%	14.1%	10.2%	8.7%	11.2%	14.9%	12.4%	16.5%	19.8%	-	27.7%	-	-	-	
Case of Incest/Rape	30.2%	36.1%	24.7%	25.5%	26.4%	35.6%	33.8%	51.0%	49.1%	60.3%	1.4%	16.5%	-	17.9%	
PRO-CHOICE	41.9%	35.3%	45.2%	50.2%	49.0%	33.7%	42.5%	15.1%	10.0%	39.7%	63.2%	74.2%	100.0%	72.0%	
During 1st Trimester	14.1%	15.9%	14.0%	16.6%	10.3%	9.1%	18.4%	8.5%	4.0%	30.9%	28.1%	13.6%	-	14.8%	
Until 20th Week	8.7%	4.2%	14.7%	6.9%	13.5%	6.7%	3.7%	5.2%	4.4%	8.8%	8.7%	34.7%	82.6%	30.5%	
Legal:All Circumstance	19.1%	15.2%	16.5%	26.8%	25.2%	17.9%	20.4%	1.4%	1.7%	-	26.4%	25.9%	17.4%	26.6%	
DK/REFUSED	5.7%	6.4%	7.8%	3.6%	4.6%	3.1%	3.9%	6.1%	7.4%	-	7.7%	2.1%	-	2.3%	
Net Diff.	10.6%	23.0%	1.7%	-4.1%	-2.6%	29.4%	11.1%	63.7%	72.6%	20.5%	-34.1%	-50.6%	-100%	-46.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

24. What is your main racial background?

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
WHITE	72.8%	65.6%	71.7%	89.9%	73.9%	65.0%	66.6%	61.9%	86.3%	86.4%	82.1%	58.9%	60.0%	41.5%	51.6%
NON-WHITE	27.0%	34.4%	27.7%	10.1%	25.8%	35.0%	33.4%	38.1%	13.3%	13.1%	17.9%	41.1%	40.0%	58.5%	48.4%
African-American/Black	20.0%	24.3%	21.8%	7.4%	19.0%	27.2%	24.1%	32.9%	6.3%	5.9%	17.9%	34.4%	32.9%	58.5%	40.0%
Hispanic/Latino	3.8%	4.3%	3.9%	2.7%	3.4%	6.7%	9.3%	1.8%	3.8%	3.9%	-	3.1%	3.3%	-	8.0%
Asian/Asian-American	2.3%	4.2%	1.6%	-	2.5%	1.2%	-	3.4%	2.3%	2.4%	-	2.6%	2.8%	-	0.3%
Other	0.8%	1.6%	0.5%	-	1.0%	-	-	-	0.9%	0.9%	-	0.9%	0.9%	-	-
REFUSED	0.2%	-	0.5%	-	0.3%	-	-	-	0.4%	0.4%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

24. What is your main racial background?

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
WHITE	72.8%	78.6%	75.9%	72.9%	68.6%	63.8%	89.7%	74.9%	71.9%	63.2%	100.0%	73.3%	75.8%
NON-WHITE	27.0%	21.4%	24.1%	27.1%	30.8%	36.2%	10.3%	25.1%	27.7%	36.8%	-	26.7%	24.2%
African-American/Black	20.0%	12.6%	15.5%	20.2%	25.3%	24.3%	6.8%	18.5%	21.5%	18.7%	-	15.7%	15.6%
Hispanic/Latino	3.8%	5.6%	4.4%	3.3%	3.0%	6.6%	-	3.7%	3.6%	18.2%	-	6.1%	4.4%
Asian/Asian-American	2.3%	1.5%	2.3%	2.8%	2.5%	3.7%	3.5%	1.9%	1.9%	-	-	3.4%	3.1%
Other	0.8%	1.7%	2.0%	0.9%	-	1.6%	-	1.1%	0.7%	-	-	1.5%	1.1%
REFUSED	0.2%	-	-	-	0.5%	-	-	-	0.4%	-	-	-	-



DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
WHITE	72.8%	76.3%	73.0%	72.5%	69.9%	80.7%	60.7%	47.3%	85.9%	87.0%	50.7%	58.4%	59.0%	42.2%	47.6%
NON-WHITE	27.0%	23.7%	27.0%	27.5%	28.0%	19.3%	39.3%	52.7%	13.7%	12.5%	49.3%	41.6%	41.0%	57.8%	52.4%
African-American/Black	20.0%	15.0%	19.3%	26.6%	24.2%	14.3%	32.5%	16.8%	6.8%	5.5%	49.3%	34.3%	33.8%	48.7%	47.4%
Hispanic/Latino	3.8%	4.2%	1.6%	0.4%	0.7%	5.0%	6.7%	31.2%	3.6%	3.7%	-	4.0%	3.8%	9.2%	4.3%
Asian/Asian-American	2.3%	3.1%	3.8%	0.5%	3.1%	-	-	4.8%	2.3%	2.4%	-	2.5%	2.6%	-	0.7%
Other	0.8%	1.4%	2.3%	-	-	-	-	-	0.9%	0.9%	-	0.8%	0.9%	-	-
REFUSED	0.2%	-	-	-	2.1%	-	-	-	0.4%	0.4%	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

24. What is your main racial background?

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
WHITE	72.8%	85.4%	86.2%	67.1%	58.1%	59.1%	37.1%	63.8%	82.2%	31.5%
NON-WHITE	27.0%	14.2%	13.4%	32.9%	41.9%	40.9%	62.9%	36.2%	17.8%	68.5%
African-American/Black	20.0%	7.2%	6.2%	32.9%	34.3%	33.3%	54.8%	33.6%	7.8%	61.7%
Hispanic/Latino	3.8%	3.7%	3.8%	-	4.2%	4.2%	3.0%	2.2%	6.4%	5.8%
Asian/Asian-American	2.3%	2.3%	2.4%	-	2.6%	2.5%	5.1%	0.4%	1.6%	0.9%
Other	0.8%	0.9%	0.9%	-	0.9%	0.9%	-	-	1.9%	-
REFUSED	0.2%	0.4%	0.4%	-	-	-	-	-	-	-

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

24. What is your main racial background?

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY		Other	DK/Ref		
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		REPUB- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK			Indep- endent	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
<b>Total</b>	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
<b>WHITE</b>	72.8%	73.5%	69.5%	67.6%	76.6%	71.3%	77.7%	71.8%	75.1%	64.2%	86.5%	87.1%	74.1%	72.0%	74.1%	88.8%	55.2%	71.2%	70.3%	75.5%	-
<b>NON-WHITE</b>	27.0%	26.2%	30.5%	32.4%	22.9%	28.3%	22.3%	27.9%	24.9%	35.8%	12.9%	12.2%	25.9%	27.8%	25.9%	10.6%	44.8%	28.8%	29.7%	24.5%	-
<b>African-American/Black</b>	20.0%	18.9%	25.3%	24.6%	16.3%	20.2%	17.0%	20.9%	18.7%	28.7%	7.1%	5.5%	15.3%	20.8%	15.3%	4.8%	40.4%	18.1%	17.2%	22.7%	-
<b>Hispanic/Latino</b>	3.8%	3.7%	3.6%	3.5%	4.8%	4.3%	2.9%	4.0%	4.2%	3.3%	3.1%	5.7%	-	4.2%	-	4.4%	2.7%	4.2%	4.8%	1.4%	-
<b>Asian/Asian-American</b>	2.3%	2.6%	1.6%	2.4%	1.8%	2.9%	1.5%	2.3%	2.0%	2.6%	2.4%	0.6%	10.7%	1.9%	10.7%	1.1%	1.4%	4.6%	5.5%	0.4%	-
<b>Other</b>	0.8%	1.1%	-	1.9%	-	0.8%	1.0%	0.8%	-	1.2%	0.3%	0.4%	-	0.9%	-	0.3%	0.3%	1.9%	2.3%	-	-
<b>REFUSED</b>	0.2%	0.3%	-	-	0.6%	0.4%	-	0.3%	-	-	0.6%	0.7%	-	0.2%	-	0.6%	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
WHITE	72.8%	92.9%	85.0%	58.4%	58.3%	58.5%	68.0%	85.5%	81.8%	89.1%	100.0%	41.5%	73.5%	91.3%	67.0%	63.7%	79.4%	100.0%	100.0%	100.0%	
NON-WHITE	27.0%	6.0%	15.0%	41.6%	41.7%	41.5%	32.0%	14.0%	17.2%	10.9%	-	58.5%	26.5%	8.7%	33.0%	36.3%	19.6%	-	-	-	
African-American/Black	20.0%	1.9%	7.0%	32.9%	33.1%	32.8%	27.1%	7.6%	9.8%	5.5%	-	43.8%	19.7%	5.2%	27.4%	32.9%	10.2%	-	-	-	
Hispanic/Latino	3.8%	3.5%	5.5%	2.5%	1.7%	3.1%	3.7%	3.5%	3.1%	3.9%	-	2.3%	5.7%	0.1%	2.6%	2.2%	7.1%	-	-	-	
Asian/Asian-American	2.3%	-	2.5%	4.7%	6.9%	3.0%	0.6%	2.1%	4.3%	-	-	12.4%	-	3.4%	0.8%	1.1%	0.7%	-	-	-	
Other	0.8%	0.6%	-	1.5%	-	2.6%	0.5%	0.8%	-	1.5%	-	-	1.2%	-	2.2%	-	1.6%	-	-	-	
REFUSED	0.2%	1.1%	-	-	-	-	-	0.5%	0.9%	-	-	-	-	-	-	-	0.9%	-	-	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
WHITE	72.8%	-	-	-	-	-	-	86.6%	57.6%	42.4%	68.3%	74.1%	80.2%	66.1%	87.7%	63.8%	73.1%	67.8%	100.0%	100.0%
NON-WHITE	27.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	13.0%	42.4%	57.6%	31.7%	25.6%	19.4%	33.9%	12.3%	36.2%	26.0%	32.2%	-	-
African-American/Black	20.0%	79.2%	84.7%	54.4%	100.0%	100.0%	100.0%	6.9%	35.3%	35.7%	24.6%	18.7%	15.3%	23.8%	8.3%	24.5%	21.8%	23.3%	-	-
Hispanic/Latino	3.8%	6.0%	11.7%	25.1%	-	-	-	3.5%	3.2%	19.7%	2.5%	4.2%	3.1%	4.7%	2.0%	4.0%	4.1%	5.2%	-	-
Asian/Asian-American	2.3%	11.3%	2.0%	15.1%	-	-	-	1.7%	3.1%	2.2%	4.2%	1.6%	0.9%	3.7%	1.9%	7.2%	-	1.0%	-	-
Other	0.8%	3.5%	1.6%	5.4%	-	-	-	0.9%	0.8%	-	0.4%	1.0%	-	1.8%	-	0.6%	-	2.7%	-	-
REFUSED	0.2%	-	-	-	-	-	-	0.4%	-	-	-	0.3%	0.5%	-	-	-	0.9%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71	
WHITE	72.8%	-	-	-	-	76.5%	59.7%	80.3%	57.6%	72.4%	60.9%	100.0%	100.0%	-	-	-	-	78.2%	67.8%	80.4%	72.5%	
NON-WHITE	27.0%	100.0%	100.0%	100.0%	100.0%	23.1%	40.3%	19.7%	42.4%	26.7%	39.1%	-	-	100.0%	100.0%	100.0%	100.0%	21.3%	32.2%	19.6%	27.5%	
African-American/Black	20.0%	79.1%	70.1%	100.0%	100.0%	16.1%	32.2%	13.8%	29.3%	18.5%	33.7%	-	-	69.5%	79.8%	100.0%	100.0%	16.4%	23.5%	16.3%	16.1%	
Hispanic/Latino	3.8%	16.1%	13.8%	-	-	4.0%	4.4%	1.8%	5.7%	6.4%	3.7%	-	-	17.4%	10.9%	-	-	3.9%	3.7%	2.8%	3.4%	
Asian/Asian-American	2.3%	4.8%	10.8%	-	-	2.6%	3.0%	3.7%	7.4%	1.3%	0.6%	-	-	11.1%	7.5%	-	-	0.2%	4.1%	0.5%	7.5%	
Other	0.8%	-	5.3%	-	-	0.5%	0.7%	0.5%	-	0.4%	1.1%	-	-	2.0%	1.8%	-	-	0.8%	0.9%	-	0.5%	
REFUSED	0.2%	-	-	-	-	0.4%	-	-	-	0.9%	-	-	-	-	-	-	-	-	0.5%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

24. What is your main racial background?

BANNER 10

	TOTAL	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.	
		LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
WHITE	72.8%	76.2%	64.3%	100.0%	100.0%	-	-	-	-	80.1%	64.6%	85.6%	64.1%	74.2%	65.0%	100.0%	100.0%	-	-	-	-
NON-WHITE	27.0%	22.9%	35.7%	-	-	100.0%	100.0%	100.0%	100.0%	19.5%	35.4%	14.4%	35.9%	24.8%	35.0%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	20.0%	16.4%	29.2%	-	-	76.7%	73.1%	100.0%	100.0%	12.6%	28.4%	8.6%	25.9%	16.9%	30.2%	-	-	64.8%	80.4%	100.0%	100.0%
Hispanic/Latino	3.8%	4.9%	3.9%	-	-	18.4%	11.5%	-	-	4.9%	3.0%	2.7%	3.7%	7.2%	2.5%	-	-	25.2%	8.5%	-	-
Asian/Asian-American	2.3%	-	1.4%	-	-	1.0%	12.7%	-	-	1.9%	2.9%	3.1%	5.7%	0.8%	1.0%	-	-	10.0%	8.3%	-	-
Other	0.8%	1.5%	1.2%	-	-	3.8%	2.7%	-	-	-	1.0%	-	0.6%	-	1.3%	-	-	-	2.8%	-	-
REFUSED	0.2%	0.9%	-	-	-	-	-	-	-	0.5%	-	-	-	1.0%	-	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
WHITE	72.8%	79.2%	81.8%	79.9%	78.1%	65.3%	67.3%	62.7%	64.9%	84.2%	64.5%	74.1%	65.8%	100.0%	100.0%	-	-	-	-
NON-WHITE	27.0%	20.4%	18.2%	20.1%	21.2%	34.7%	32.7%	37.3%	35.1%	15.8%	35.5%	25.0%	34.2%	-	-	100.0%	100.0%	100.0%	100.0%
African-American/Black	20.0%	14.3%	11.6%	11.6%	16.3%	28.1%	30.1%	30.3%	25.5%	11.1%	25.3%	17.5%	29.9%	-	-	70.3%	80.7%	100.0%	100.0%
Hispanic/Latino	3.8%	3.5%	4.9%	5.8%	2.1%	3.5%	0.9%	2.3%	6.0%	0.6%	4.6%	6.3%	2.8%	-	-	17.0%	10.1%	-	-
Asian/Asian-American	2.3%	2.4%	1.7%	2.7%	2.5%	2.3%	0.9%	4.7%	2.2%	4.0%	4.9%	0.7%	0.5%	-	-	11.6%	6.5%	-	-
Other	0.8%	0.2%	-	-	0.4%	0.9%	0.8%	-	1.3%	-	0.7%	0.4%	1.0%	-	-	1.0%	2.6%	-	-
REFUSED	0.2%	0.4%	-	-	0.7%	-	-	-	-	-	-	0.8%	-	-	-	-	-	-	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
WHITE	72.8%	71.7%	64.7%	64.5%	74.9%	89.3%	67.6%	74.7%	66.0%	82.5%	68.2%	89.3%	74.7%	77.3%	69.1%	88.0%	71.1%	94.5%
NON-WHITE	27.0%	28.3%	35.3%	34.8%	25.1%	10.7%	32.4%	24.9%	33.6%	17.5%	31.5%	10.7%	25.3%	22.7%	30.9%	12.0%	28.9%	5.5%
African-American/Black	20.0%	17.1%	24.3%	26.5%	21.2%	8.5%	21.3%	19.7%	23.9%	14.5%	23.3%	8.5%	14.1%	16.8%	19.8%	10.0%	19.4%	4.5%
Hispanic/Latino	3.8%	6.8%	7.1%	4.5%	0.7%	1.2%	7.0%	2.5%	5.7%	1.0%	4.5%	1.2%	5.7%	1.9%	4.6%	0.8%	4.0%	-
Asian/Asian-American	2.3%	2.4%	3.9%	3.8%	0.7%	0.5%	3.3%	1.9%	3.5%	0.6%	2.8%	0.5%	5.4%	3.6%	6.5%	0.6%	5.1%	0.9%
Other	0.8%	2.1%	-	-	2.5%	0.5%	0.9%	0.8%	0.4%	1.5%	0.9%	0.5%	-	0.4%	-	0.7%	0.3%	-
REFUSED	0.2%	-	-	0.7%	-	-	-	0.3%	0.4%	-	0.3%	-	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134	
WHITE	72.8%	61.0%	72.8%	63.4%	78.3%	65.9%	84.4%	76.5%	69.7%	79.1%	62.0%	77.1%	61.2%	59.9%	65.3%	73.9%	79.5%	
NON-WHITE	27.0%	39.0%	26.7%	35.9%	21.7%	33.6%	15.6%	23.5%	29.9%	20.3%	38.0%	22.9%	38.8%	40.1%	33.1%	26.1%	20.5%	
African-American/Black	20.0%	27.9%	21.9%	27.4%	18.0%	26.3%	12.2%	16.0%	23.3%	14.9%	28.1%	17.2%	38.8%	22.7%	20.9%	19.4%	18.5%	
Hispanic/Latino	3.8%	8.1%	3.0%	6.7%	1.2%	4.9%	2.4%	3.1%	4.4%	4.1%	5.8%	1.5%	-	8.7%	2.9%	5.6%	1.5%	
Asian/Asian-American	2.3%	1.3%	0.6%	1.0%	0.6%	1.0%	-	4.2%	0.8%	0.9%	3.0%	3.1%	-	6.4%	8.5%	-	0.3%	
Other	0.8%	1.7%	1.2%	0.8%	2.1%	1.4%	1.0%	0.3%	1.3%	0.3%	1.1%	1.1%	-	2.3%	0.8%	1.1%	0.3%	
REFUSED	0.2%	-	0.6%	0.7%	-	0.5%	-	-	0.4%	0.6%	-	-	-	-	1.6%	-	-	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
18-29	12.2%	13.3%	11.6%	11.6%	11.3%	18.7%	15.0%	25.7%	10.2%	10.2%	8.0%	15.7%	15.9%	12.4%	7.3%
30-40	16.9%	16.6%	15.9%	19.6%	18.0%	9.5%	6.7%	14.6%	16.7%	16.4%	23.3%	15.6%	14.8%	27.7%	27.0%
41-55	30.4%	34.4%	30.6%	21.7%	30.3%	30.7%	26.3%	38.8%	27.7%	27.6%	29.2%	32.4%	31.4%	48.1%	39.5%
56-65	19.0%	16.6%	19.0%	23.8%	18.6%	22.0%	27.7%	11.4%	20.7%	20.2%	33.7%	18.4%	18.8%	11.8%	9.5%
OVER 65	21.1%	19.1%	22.0%	23.3%	21.6%	17.5%	21.7%	9.5%	24.9%	25.6%	5.8%	17.5%	18.6%	-	13.5%
REFUSED	0.4%	-	1.0%	-	0.2%	1.7%	2.6%	-	-	-	-	0.5%	0.5%	-	3.3%
Mean	49.83	48.88	50.33	50.70	49.98	48.79	51.79	43.32	51.40	51.50	48.51	48.28	48.63	42.83	46.80

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
18-29	12.2%	10.9%	23.2%	9.4%	11.2%	15.3%	16.3%	13.6%	10.1%	19.3%	-	19.0%	15.8%
30-40	16.9%	23.7%	11.1%	13.9%	17.1%	18.7%	24.3%	10.7%	17.6%	26.8%	8.0%	20.5%	16.9%
41-55	30.4%	26.3%	26.7%	35.0%	30.8%	37.3%	25.9%	28.6%	29.7%	25.7%	-	28.4%	31.7%
56-65	19.0%	20.8%	19.6%	15.3%	20.2%	16.3%	23.2%	14.3%	21.0%	13.3%	92.0%	21.9%	15.3%
OVER 65	21.1%	17.4%	19.4%	25.7%	20.7%	12.5%	10.3%	31.9%	21.2%	14.8%	-	10.1%	19.8%
REFUSED	0.4%	1.0%	-	0.8%	-	-	-	0.9%	0.4%	-	-	-	0.5%
Mean	49.83	48.68	47.58	51.49	50.13	46.62	46.02	52.13	50.52	44.69	58.47	45.64	48.18

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 3

	TOTAL								U.S. SENATE BALLOT							
	ECON- OMIC ISSUES	HEALTH -CARE ISSUES	CRIME/ PUBLIC SAFETY	EDUCA- TION ISSUES	ENVIRO NMENTL ISSUES	CULTU- RAL/ SOCIAL	DK/REF	VOTE BUDD	Vote	Lean	VOTE BEAS- LEY	Vote	Lean	FIRM UNDE- CIDED		
Total	300	128	34	62	32	15	20	9	160	155	5	130	126	5	9	
18-29	12.2%	11.2%	18.9%	3.5%	10.8%	17.0%	33.9%	11.0%	9.7%	9.7%	10.1%	16.2%	16.8%	-	0.8%	
30-40	16.9%	20.9%	12.4%	11.3%	22.1%	14.2%	17.5%	0.7%	18.4%	17.8%	39.2%	14.9%	14.2%	33.8%	17.4%	
41-55	30.4%	26.3%	20.1%	34.4%	39.0%	32.1%	30.9%	64.7%	27.1%	27.4%	18.1%	33.2%	32.0%	66.2%	47.3%	
56-65	19.0%	15.8%	28.7%	26.3%	14.7%	26.7%	10.2%	-	19.6%	20.2%	-	17.6%	18.3%	-	27.7%	
OVER 65	21.1%	25.4%	19.9%	24.5%	11.4%	10.0%	7.5%	23.5%	25.1%	24.9%	32.6%	17.6%	18.3%	-	-	
REFUSED	0.4%	0.5%	-	-	2.0%	-	-	-	-	-	-	0.5%	0.5%	-	6.8%	
Mean	49.83	50.11	49.73	54.36	46.79	47.52	40.35	50.38	51.21	51.32	47.61	48.18	48.35	43.61	49.08	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
18-29	12.2%	10.8%	10.3%	24.1%	15.5%	16.2%	-	2.6%	10.0%	1.1%
30-40	16.9%	18.7%	19.2%	7.6%	15.7%	16.3%	3.0%	9.0%	24.7%	23.7%
41-55	30.4%	26.8%	26.5%	34.8%	33.0%	31.2%	71.3%	42.8%	28.0%	48.5%
56-65	19.0%	18.7%	19.5%	-	18.7%	19.0%	13.5%	23.3%	19.4%	26.8%
OVER 65	21.1%	24.5%	24.1%	33.5%	16.6%	16.8%	12.2%	22.2%	16.8%	-
REFUSED	0.4%	0.4%	0.4%	-	0.5%	0.5%	-	-	1.1%	-
Mean	49.83	50.65	50.74	48.46	48.18	47.99	51.99	54.00	48.46	48.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
18-29	12.2%	13.6%	6.9%	12.5%	9.1%	9.6%	16.0%	11.0%	17.4%	11.5%	12.9%	12.6%	7.6%	11.8%	7.6%	9.6%	10.6%	16.8%	14.8%	26.8%	-
30-40	16.9%	17.3%	15.2%	20.6%	14.3%	19.3%	11.9%	17.6%	12.7%	15.5%	19.7%	17.9%	31.0%	16.3%	31.0%	11.0%	15.6%	24.9%	22.3%	37.8%	-
41-55	30.4%	30.5%	25.1%	32.5%	28.1%	31.6%	28.4%	31.0%	32.5%	31.9%	29.1%	28.3%	29.4%	30.6%	29.4%	30.3%	33.1%	27.8%	27.5%	29.2%	-
56-65	19.0%	17.8%	27.0%	19.5%	20.3%	18.6%	22.1%	18.2%	23.2%	19.5%	20.0%	19.2%	19.9%	19.4%	19.9%	22.1%	21.4%	13.1%	15.1%	3.2%	-
OVER 65	21.1%	20.6%	24.7%	14.9%	27.7%	20.9%	21.1%	21.6%	14.1%	21.0%	18.3%	22.1%	12.2%	21.4%	12.2%	26.4%	18.6%	17.3%	20.3%	3.1%	-
REFUSED	0.4%	0.3%	1.1%	-	0.5%	-	0.5%	0.5%	-	0.7%	-	-	-	0.5%	-	0.6%	0.6%	-	-	-	-
Mean	49.83	49.19	53.20	48.00	52.57	50.05	49.95	50.04	48.10	50.24	48.80	49.85	47.28	50.11	47.28	52.81	50.16	46.08	47.83	37.61	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
18-29	12.2%	10.0%	17.4%	11.8%	9.3%	7.6%	23.2%	9.4%	11.0%	16.7%	12.1%	10.1%	17.2%	15.7%	9.8%	10.2%
30-40	16.9%	15.6%	8.9%	27.7%	6.9%	18.5%	21.5%	9.1%	17.1%	21.9%	27.3%	13.7%	32.3%	-	15.1%	38.1%
41-55	30.4%	28.0%	33.4%	29.3%	32.4%	33.0%	25.9%	29.2%	26.4%	24.0%	35.6%	41.3%	37.3%	40.7%	38.3%	43.8%
56-65	19.0%	19.8%	23.7%	8.5%	24.1%	20.4%	18.9%	22.7%	18.9%	15.5%	18.4%	24.5%	7.0%	34.4%	26.2%	2.7%
OVER 65	21.1%	26.6%	16.5%	22.8%	26.2%	19.6%	10.5%	28.9%	25.4%	21.9%	6.6%	10.3%	6.1%	9.2%	10.6%	5.3%
REFUSED	0.4%	-	-	-	1.1%	0.9%	-	0.6%	1.2%	-	-	-	-	-	-	-
Mean	49.83	51.85	49.16	47.59	53.68	50.61	44.18	53.76	51.06	47.82	45.24	49.07	41.80	50.48	49.24	42.04

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
18-29	12.2%	11.2%	5.3%	18.9%	21.2%	17.2%	10.5%	9.4%	8.7%	10.1%	-	17.8%	16.4%	7.8%	19.4%	5.8%	11.2%	17.8%	12.1%	9.7%
30-40	16.9%	10.2%	7.7%	21.5%	12.1%	28.6%	8.7%	17.2%	22.5%	12.1%	26.8%	24.3%	4.7%	23.2%	20.1%	11.9%	10.9%	24.9%	2.3%	15.1%
41-55	30.4%	33.6%	29.4%	32.9%	36.6%	30.1%	30.1%	27.7%	25.4%	30.0%	10.7%	38.5%	26.4%	26.0%	30.1%	33.0%	29.6%	27.4%	29.6%	25.4%
56-65	19.0%	17.4%	34.6%	13.5%	17.0%	10.8%	26.9%	19.8%	18.1%	21.4%	26.5%	10.6%	21.1%	17.1%	14.9%	31.4%	22.6%	10.1%	26.0%	21.2%
OVER 65	21.1%	27.5%	23.0%	12.4%	11.2%	13.4%	23.9%	25.4%	24.4%	26.3%	36.0%	8.8%	31.4%	25.9%	14.3%	18.0%	24.9%	18.5%	30.0%	28.0%
REFUSED	0.4%	-	-	0.8%	1.9%	-	-	0.4%	0.9%	-	-	-	-	-	1.2%	-	0.9%	1.4%	-	0.5%
Mean	49.83	52.17	55.07	44.97	45.79	44.36	52.92	51.52	50.60	52.41	55.75	43.74	52.91	50.89	45.60	52.93	52.19	45.69	54.58	52.50

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
18-29	12.2%	20.4%	7.0%	7.9%	18.9%	1.1%	4.4%	10.0%	15.1%	11.7%	7.7%	13.6%	7.9%	15.4%	7.1%	18.7%	8.6%	12.9%	9.4%	14.4%
30-40	16.9%	16.7%	22.4%	31.0%	14.3%	21.5%	33.3%	17.0%	16.1%	31.2%	35.9%	9.1%	13.6%	20.3%	21.8%	15.9%	5.9%	23.6%	11.8%	17.5%
41-55	30.4%	40.6%	31.0%	39.5%	41.6%	34.6%	42.4%	26.8%	34.5%	37.3%	48.5%	23.2%	27.0%	32.3%	27.0%	31.0%	27.1%	33.3%	24.6%	30.0%
56-65	19.0%	18.3%	28.6%	11.6%	21.5%	29.8%	11.4%	20.0%	17.8%	12.6%	5.4%	24.5%	22.7%	15.9%	10.5%	21.3%	34.2%	11.8%	22.1%	16.5%
OVER 65	21.1%	4.0%	11.0%	10.0%	3.7%	13.0%	8.6%	25.7%	16.0%	7.2%	2.5%	29.0%	28.3%	15.6%	33.7%	13.1%	23.3%	17.6%	31.5%	20.9%
REFUSED	0.4%	-	-	-	-	-	-	0.4%	0.4%	-	-	0.6%	0.5%	0.4%	-	-	0.9%	0.7%	0.6%	0.6%
Mean	49.83	43.97	49.40	45.67	45.03	51.53	45.90	51.53	47.96	44.24	42.68	52.95	53.41	47.01	52.17	46.89	54.58	47.11	53.91	48.86

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLGE GRAD./ POST	LESS THAN COLLEGE	COLLGE GRAD./ POST	
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
18-29	12.2%	1.8%	17.4%	2.3%	14.0%	13.4%	11.0%	12.1%	12.5%	14.8%	10.1%	12.8%	10.4%	15.8%	11.8%	12.3%	9.9%	10.5%	12.9%	12.2%	12.0%
30-40	16.9%	21.3%	25.6%	19.6%	24.4%	16.3%	17.1%	17.6%	15.7%	14.9%	18.0%	13.5%	14.7%	25.8%	20.8%	18.0%	23.7%	12.7%	20.7%	14.7%	23.3%
41-55	30.4%	35.3%	36.8%	29.2%	39.9%	29.3%	33.7%	28.3%	37.9%	30.4%	31.3%	26.8%	29.9%	36.1%	39.3%	40.4%	35.5%	31.8%	28.8%	33.3%	25.3%
56-65	19.0%	25.9%	14.8%	32.7%	15.7%	19.4%	15.8%	18.6%	7.5%	20.2%	20.4%	20.1%	15.4%	17.3%	16.3%	23.3%	19.3%	20.0%	18.4%	18.0%	14.8%
OVER 65	21.1%	15.8%	5.4%	16.2%	5.9%	21.6%	21.3%	23.4%	26.3%	19.7%	18.4%	26.7%	27.7%	5.1%	11.8%	5.9%	11.6%	24.6%	18.8%	21.7%	24.6%
REFUSED	0.4%	-	-	-	-	-	1.2%	-	-	-	1.8%	-	1.9%	-	-	-	-	0.5%	0.4%	-	-
Mean	49.83	51.49	43.43	52.53	44.64	49.78	49.75	50.22	49.63	49.31	49.82	51.52	51.63	44.05	47.03	46.86	47.48	51.72	48.58	50.12	49.29

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
18-29	12.2%	8.9%	13.6%	11.7%	11.2%	6.0%	16.6%	5.3%	13.3%	9.4%	13.9%	7.9%	16.8%	11.1%	11.8%	9.8%	12.6%	8.0%	16.1%	6.2%	12.6%
30-40	16.9%	10.8%	18.8%	10.8%	19.5%	19.7%	23.4%	18.6%	21.5%	17.7%	16.7%	19.6%	17.5%	15.7%	16.1%	14.4%	16.1%	31.8%	17.7%	30.3%	16.5%
41-55	30.4%	30.5%	31.4%	25.8%	27.2%	52.1%	31.9%	58.9%	29.5%	31.0%	31.2%	30.6%	30.1%	31.4%	32.0%	27.9%	28.1%	41.8%	36.8%	41.9%	37.6%
56-65	19.0%	21.8%	21.1%	21.9%	17.7%	13.6%	19.9%	10.9%	25.3%	17.9%	20.0%	15.7%	17.4%	20.2%	21.8%	19.4%	20.3%	12.1%	19.5%	16.4%	22.4%
OVER 65	21.1%	27.1%	14.4%	29.1%	23.9%	8.6%	8.2%	6.2%	10.4%	23.5%	17.8%	26.3%	18.1%	20.7%	17.6%	27.9%	22.2%	6.2%	9.9%	5.3%	10.8%
REFUSED	0.4%	0.9%	0.6%	0.6%	0.5%	-	-	-	-	0.5%	0.4%	-	-	0.9%	0.7%	0.6%	0.6%	-	-	-	-
Mean	49.83	53.16	48.04	52.89	50.20	47.57	45.19	47.02	47.39	50.81	48.86	51.26	47.77	50.33	49.63	52.31	50.24	44.78	46.36	45.75	47.94

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
18-29	12.2%	9.9%	15.2%	11.3%	7.6%	15.5%	13.3%	3.4%	22.5%	9.5%	17.0%	10.3%	14.4%	10.7%	13.7%	6.9%	18.8%	4.9%	14.7%
30-40	16.9%	16.4%	18.5%	10.7%	18.0%	18.5%	15.7%	28.9%	15.8%	17.9%	20.6%	15.0%	17.1%	13.0%	18.3%	30.0%	18.9%	28.1%	17.0%
41-55	30.4%	28.1%	18.1%	24.6%	33.0%	32.3%	32.5%	37.1%	30.0%	26.5%	32.3%	29.7%	32.3%	25.2%	28.2%	38.0%	39.9%	38.0%	43.6%
56-65	19.0%	21.1%	26.4%	18.1%	20.5%	15.7%	19.3%	13.8%	13.9%	19.5%	12.6%	22.8%	17.8%	21.8%	16.6%	18.8%	14.0%	25.0%	15.2%
OVER 65	21.1%	24.0%	21.8%	33.7%	20.9%	17.6%	19.2%	16.8%	16.7%	26.6%	17.5%	21.3%	17.6%	28.7%	22.4%	6.3%	8.4%	4.0%	9.6%
REFUSED	0.4%	0.4%	-	1.8%	-	0.5%	-	-	1.0%	-	-	0.8%	0.8%	0.5%	0.7%	-	-	-	-
Mean	49.83	51.37	49.99	53.63	50.96	47.63	49.34	48.82	45.82	51.62	46.58	51.10	48.34	52.73	49.30	46.14	44.53	47.16	46.22



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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/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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
18-29	12.2%	12.1%	12.8%	10.4%	21.8%	12.8%	30.5%	12.7%	10.8%	7.9%	32.2%	6.7%	-	11.5%	14.2%	11.8%	15.8%	38.7%	35.4%
30-40	16.9%	15.0%	22.1%	20.5%	31.6%	28.2%	-	17.8%	22.8%	19.8%	25.8%	33.8%	-	12.5%	21.6%	20.8%	35.0%	4.9%	-
41-55	30.4%	26.9%	39.1%	40.1%	36.2%	49.5%	-	24.5%	46.4%	47.8%	32.3%	54.4%	-	29.1%	34.4%	35.8%	38.5%	28.5%	-
56-65	19.0%	19.5%	17.6%	20.1%	3.5%	5.4%	56.8%	16.6%	14.6%	18.0%	9.7%	-	100.0%	22.2%	19.6%	21.3%	-	28.0%	49.8%
OVER 65	21.1%	25.9%	8.3%	8.9%	6.8%	4.2%	12.7%	28.3%	5.3%	6.5%	-	5.2%	-	23.7%	10.2%	10.3%	10.8%	-	14.7%
REFUSED	0.4%	0.6%	-	-	-	-	-	-	-	-	-	-	-	1.1%	-	-	-	-	-
Mean	49.83	51.26	46.02	47.26	40.49	42.79	50.42	50.87	45.40	47.18	37.96	43.11	60.50	51.60	46.42	47.30	41.95	41.39	48.79

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
18-29	12.2%	100.0%	-	-	-	-	42.0%	-	20.6%	-	15.6%	-	39.2%	-	20.1%	-	15.9%	-
30-40	16.9%	-	100.0%	-	-	-	58.0%	-	28.4%	-	21.5%	-	60.8%	-	31.2%	-	24.7%	-
41-55	30.4%	-	-	100.0%	-	-	43.1%	51.1%	-	38.7%	-	-	43.2%	48.7%	-	38.5%	-	-
56-65	19.0%	-	-	-	100.0%	-	26.9%	-	47.4%	24.2%	-	-	23.5%	-	41.3%	20.9%	-	-
OVER 65	21.1%	-	-	-	-	100.0%	29.9%	-	52.6%	-	100.0%	-	33.4%	-	58.7%	-	100.0%	-
REFUSED	0.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	49.83	23.50	35.00	48.00	60.50	70.00	30.17	57.96	39.27	65.50	44.41	70.00	30.50	58.27	39.02	66.08	43.51	70.00

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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

BANNER 14

	TOTAL		AGE CLUSTERS: FEMALE				GENDER		INTERVIEW			GENERAL ELECTION VOTE HISTORY					
	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 65	OVER 65	MALE	FEMALE	LAND- LINE	MOBILE PHONE	TEXT	NEWLY REGIS- TERED	1 OF 4	2 OF 4	3 OF 4	4 OF 4	
Total	300	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
18-29	12.2%	44.7%	-	21.0%	-	15.4%	-	12.2%	12.2%	8.9%	16.5%	11.5%	19.1%	33.3%	22.1%	11.2%	2.0%
30-40	16.9%	55.3%	-	26.0%	-	19.0%	-	19.0%	15.1%	11.3%	18.1%	21.4%	22.3%	18.4%	20.9%	23.2%	11.5%
41-55	30.4%	-	43.1%	53.1%	-	38.9%	-	29.7%	30.9%	26.9%	33.1%	31.3%	47.8%	34.9%	29.3%	38.2%	24.3%
56-65	19.0%	-	29.7%	-	52.1%	26.8%	-	16.1%	21.3%	13.5%	17.0%	26.6%	1.3%	9.8%	22.3%	17.2%	22.9%
OVER 65	21.1%	-	27.3%	-	47.9%	-	100.0%	22.9%	19.6%	38.8%	14.7%	9.2%	9.5%	3.6%	5.4%	10.4%	38.4%
REFUSED	0.4%	-	-	-	-	-	-	-	0.7%	0.6%	0.6%	-	-	-	-	-	0.9%
Mean	49.83	29.86	57.71	39.49	65.05	45.11	70.00	49.59	50.03	54.62	46.96	47.76	42.66	39.44	43.83	46.68	57.40

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
18-29	12.2%	17.5%	14.4%	9.8%	4.4%	4.5%	27.7%	2.2%	2.6%	-	20.3%	15.9%	-	17.3%
30-40	16.9%	20.6%	19.2%	13.1%	12.2%	11.7%	25.2%	26.2%	19.2%	60.7%	7.8%	26.7%	59.0%	23.8%
41-55	30.4%	34.8%	36.3%	19.7%	35.7%	13.4%	28.0%	19.8%	17.7%	30.4%	27.1%	35.7%	41.0%	35.2%
56-65	19.0%	17.4%	17.4%	32.3%	11.8%	16.0%	15.4%	15.8%	19.1%	-	26.1%	4.5%	-	4.9%
OVER 65	21.1%	9.7%	12.8%	23.9%	34.4%	54.5%	3.6%	35.9%	41.5%	8.8%	18.7%	17.3%	-	18.8%
REFUSED	0.4%	-	-	1.2%	1.5%	-	-	-	-	-	-	-	-	-
Mean	49.83	45.34	46.96	53.24	54.49	59.37	40.65	53.94	56.37	42.05	49.39	45.01	40.34	45.42

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
MALE	44.9%	46.5%	44.8%	42.1%	45.0%	44.8%	46.8%	41.1%	50.8%	52.6%	-	36.7%	36.9%	34.1%	49.7%
FEMALE	55.1%	53.5%	55.2%	57.9%	55.0%	55.2%	53.2%	58.9%	49.2%	47.4%	100.0%	63.3%	63.1%	65.9%	50.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
MALE	44.9%	50.9%	41.3%	39.7%	46.3%	41.7%	46.5%	43.1%	46.4%	72.9%	92.0%	48.1%	43.8%
FEMALE	55.1%	49.1%	58.7%	60.3%	53.7%	58.3%	53.5%	56.9%	53.6%	27.1%	8.0%	51.9%	56.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
MALE	44.9%	47.7%	39.6%	41.7%	43.3%	49.8%	45.4%	44.6%	51.1%	52.4%	9.8%	38.6%	38.9%	29.5%	27.5%
FEMALE	55.1%	52.3%	60.4%	58.3%	56.7%	50.2%	54.6%	55.4%	48.9%	47.6%	90.2%	61.4%	61.1%	70.5%	72.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
MALE	44.9%	51.6%	53.1%	17.1%	37.1%	36.7%	45.5%	40.4%	52.2%	26.5%
FEMALE	55.1%	48.4%	46.9%	82.9%	62.9%	63.3%	54.5%	59.6%	47.8%	73.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 5

	TOTAL														REGISTERED PARTY						
	ALLOW DOCTORS PRESCRIBE MED		LEGALIZING SPORTS		GIVE PARENTS \$6K GRANT FOR		LOWERING THE STATE INCOME		EXPAND STATE MEDICAID		EXPAND PROGRM IF REQUIRED		EXPAND MEDICAID		REPU- LICAN	DEMO- CRATIC	INDEP. /OTHER /DK	Indep- endent	Other	DK/Ref	
	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
MALE	44.9%	46.7%	38.4%	55.1%	38.5%	48.4%	42.9%	44.8%	50.7%	42.6%	46.8%	49.2%	50.7%	44.8%	50.7%	47.3%	30.7%	55.9%	59.0%	40.7%	-
FEMALE	55.1%	53.3%	61.6%	44.9%	61.5%	51.6%	57.1%	55.2%	49.3%	57.4%	53.2%	50.8%	49.3%	55.2%	49.3%	52.7%	69.3%	44.1%	41.0%	59.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
MALE	44.9%	100.0%	100.0%	100.0%	-	-	-	48.8%	31.1%	56.9%	37.4%	30.2%	53.2%	50.3%	27.5%	49.4%
FEMALE	55.1%	-	-	-	100.0%	100.0%	100.0%	51.2%	68.9%	43.1%	62.6%	69.8%	46.8%	49.7%	72.5%	50.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
MALE	44.9%	50.2%	44.5%	33.6%	32.7%	34.3%	44.0%	51.6%	54.5%	48.7%	26.5%	100.0%	100.0%	100.0%	-	-	-	23.9%	47.5%	55.0%
FEMALE	55.1%	49.8%	55.5%	66.4%	67.3%	65.7%	56.0%	48.4%	45.5%	51.3%	73.5%	-	-	-	100.0%	100.0%	100.0%	76.1%	52.5%	45.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 8

TOTAL	IDEOLOGY: NON-WHITE			IDEOLOGY: AFRICAN-AMERICAN/ BLACK			2020 PRESIDENTIAL ELECTION			CHILDREN UNDER 18 HOUSEHOLD		EVANGELICAL/ BORN-AGAIN		EVANGELICAL/ BORN-AGAIN: MALE		EVANGELICAL/ BORN-AGAIN: FEMALE		EVANGELICAL/ BORN-AGAIN: WHITE		
	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	VOTED TRUMP	VOTED BIDEN	VOTED OTHER	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
MALE	44.9%	47.3%	36.5%	32.1%	44.7%	31.9%	35.0%	49.3%	39.8%	57.0%	49.1%	43.0%	48.3%	43.2%	100.0%	100.0%	-	-	52.9%	41.8%
FEMALE	55.1%	52.7%	63.5%	67.9%	55.3%	68.1%	65.0%	50.7%	60.2%	43.0%	50.9%	57.0%	51.7%	56.8%	-	-	100.0%	100.0%	47.1%	58.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
MALE	44.9%	30.6%	46.1%	26.3%	44.5%	51.4%	36.0%	100.0%	100.0%	-	-	54.0%	34.7%	43.8%	37.9%	44.1%	32.8%	47.0%	43.3%	100.0%	100.0%
FEMALE	55.1%	69.4%	53.9%	73.7%	55.5%	48.6%	64.0%	-	-	100.0%	100.0%	46.0%	65.3%	56.2%	62.1%	55.9%	67.2%	53.0%	56.7%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

26. Gender:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
MALE	44.9%	-	-	48.4%	46.3%	43.2%	37.1%	46.9%	29.6%	51.4%	41.1%	100.0%	100.0%	-	-	55.0%	40.8%	38.1%	41.7%	35.2%	37.4%
FEMALE	55.1%	100.0%	100.0%	51.6%	53.7%	56.8%	62.9%	53.1%	70.4%	48.6%	58.9%	-	-	100.0%	100.0%	45.0%	59.2%	61.9%	58.3%	64.8%	62.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	POSITION ON
	PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During 1stTri Mester	Until 20th Week	Legal All Cases	PRO-ABORTION: MALE	PRO-CHOICE	PRO-ABORTION: FEMALE	PRO-CHOICE	PRO-ABORTION: WHITE	PRO-CHOICE	PRO-ABORTION: NON-WHITE	PRO-CHOICE	PRO-ABORTION: AFRICAN-AMER.	PRO-CHOICE	PRO-CHOICE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
MALE	44.9%	50.3%	46.7%	49.3%	52.0%	40.0%	42.1%	48.3%	34.7%	100.0%	100.0%	-	-	53.5%	39.5%	39.0%	40.9%	39.2%	36.1%
FEMALE	55.1%	49.7%	53.3%	50.7%	48.0%	60.0%	57.9%	51.7%	65.3%	-	-	100.0%	100.0%	46.5%	60.5%	61.0%	59.1%	60.8%	63.9%





DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
MALE	44.9%	45.0%	50.6%	43.9%	38.2%	48.8%	48.3%	43.8%	46.0%	43.8%	44.1%	48.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FEMALE	55.1%	55.0%	49.4%	56.1%	61.8%	51.2%	51.7%	56.2%	54.0%	56.2%	55.9%	51.2%	-	-	-	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
MALE	44.9%	-	-	-	-	-	-	100.0%	-	47.1%	42.4%	45.3%	10.3%	61.2%	37.2%	37.6%	46.6%
FEMALE	55.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	52.9%	57.6%	54.7%	89.7%	38.8%	62.8%	62.4%	53.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
MALE	44.9%	47.9%	40.4%	41.0%	38.4%	59.5%	56.2%	63.6%	62.3%	69.6%	36.6%	51.4%	-	55.9%
FEMALE	55.1%	52.1%	59.6%	59.0%	61.6%	40.5%	43.8%	36.4%	37.7%	30.4%	63.4%	48.6%	100.0%	44.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 1

	TOTAL			AREA			VOTER LIKELIHOOD				GENERIC BALLOT				
	HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
LANDLINE	34.1%	26.9%	33.7%	49.6%	32.6%	44.6%	58.6%	18.2%	39.0%	38.9%	42.4%	27.6%	28.5%	12.4%	35.6%
MOBILE PHONE	32.9%	39.9%	33.4%	17.5%	33.1%	32.0%	20.4%	53.7%	25.1%	25.7%	9.2%	42.6%	41.6%	58.5%	34.8%
TEXT	33.0%	33.2%	32.9%	32.9%	34.4%	23.4%	20.9%	28.1%	35.9%	35.5%	48.4%	29.8%	29.9%	29.0%	29.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
LANDLINE	34.1%	33.5%	24.1%	34.7%	37.2%	23.3%	29.0%	44.8%	33.9%	26.9%	26.2%	17.9%	30.8%
MOBILE PHONE	32.9%	26.4%	46.9%	30.8%	33.1%	36.6%	21.7%	33.0%	33.6%	44.4%	73.8%	37.8%	34.0%
TEXT	33.0%	40.1%	29.0%	34.4%	29.6%	40.0%	49.3%	22.3%	32.5%	28.8%	-	44.2%	35.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

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	300	128	34	62	32	15	20	9	160	155	5	130	126	5	9
LANDLINE	34.1%	39.6%	22.7%	39.3%	28.3%	17.7%	19.9%	42.5%	39.7%	39.9%	32.6%	28.5%	28.7%	21.5%	16.0%
MOBILE PHONE	32.9%	28.6%	42.7%	34.2%	26.6%	41.3%	48.6%	22.7%	25.5%	24.8%	47.5%	41.0%	39.7%	74.9%	48.5%
TEXT	33.0%	31.8%	34.6%	26.6%	45.0%	41.0%	31.6%	34.9%	34.8%	35.3%	19.9%	30.6%	31.6%	3.7%	35.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
LANDLINE	34.1%	39.0%	38.1%	59.6%	25.8%	26.4%	12.7%	48.6%	32.5%	9.6%
MOBILE PHONE	32.9%	25.3%	25.3%	25.0%	43.8%	43.4%	52.2%	24.3%	26.6%	55.0%
TEXT	33.0%	35.7%	36.6%	15.4%	30.4%	30.2%	35.2%	27.0%	41.0%	35.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 5

	REGISTERED PARTY															REGISTERED PARTY		DK/Ref			
	ALLOW DOCTORS PRESCRIBE MED MARIJUANA		LEGALIZING SPORTS BETTING IN NC		GIVE PARENTS \$6K GRANT FOR PRIV. SCHOOLS		LOWERING THE STATE INCOME TAX RATE		EXPAND STATE MEDICAID PROGRAM		EXPAND PROGRM IF REQUIRED EMPLOYMENT		EXPAND MEDICAID COMBO		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>	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
<b>LANDLINE</b>	34.1%	31.9%	42.0%	32.4%	37.1%	30.8%	39.2%	32.3%	42.7%	31.8%	34.0%	38.8%	25.8%	34.2%	25.8%	41.3%	32.0%	27.7%	28.5%	23.5%	-
<b>MOBILE PHONE</b>	32.9%	37.6%	16.0%	33.5%	28.4%	34.4%	30.4%	32.4%	35.6%	39.3%	22.9%	20.7%	33.8%	32.9%	33.8%	24.0%	37.6%	38.7%	39.9%	33.0%	-
<b>TEXT</b>	33.0%	30.5%	42.0%	34.1%	34.5%	34.7%	30.4%	35.3%	21.6%	28.9%	43.1%	40.6%	40.4%	32.9%	40.4%	34.6%	30.4%	33.6%	31.6%	43.5%	-



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
LANDLINE	34.1%	37.8%	31.9%	35.6%	44.5%	32.1%	17.6%	40.7%	36.8%	31.9%	42.9%	26.2%	17.2%	38.0%	24.5%	23.4%
MOBILE PHONE	32.9%	20.6%	39.1%	37.1%	27.1%	36.9%	40.8%	22.8%	36.8%	29.1%	36.0%	38.7%	62.4%	52.9%	41.4%	54.7%
TEXT	33.0%	41.7%	28.9%	27.3%	28.4%	31.0%	41.6%	36.5%	26.5%	38.9%	21.1%	35.1%	20.4%	9.1%	34.2%	21.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 7

	TOTAL	ALIGNMENT W/ REPUBLICAN PARTY			IDEOLOGY							WHITE CONSER VATIVE	IDEOLOGY: MALE			IDEOLOGY: FEMALE			IDEOLOGY: WHITE		
		TRUMP SUPPOR -TER	TRADIT -IONAL REPUB.	LIB- ERAL	Very	Some- what	MOD- ERATE	CONSER VATIVE	Some- what	Very	DEMO- CRATS	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	300	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123	
LANDLINE	34.1%	39.6%	40.9%	21.4%	20.4%	22.1%	38.9%	38.7%	38.1%	39.3%	62.8%	26.1%	47.4%	33.2%	19.0%	32.3%	44.6%	25.7%	40.8%	40.4%	
MOBILE PHONE	32.9%	28.8%	19.5%	44.9%	53.7%	38.3%	32.9%	26.1%	29.2%	23.1%	10.7%	45.9%	36.6%	25.1%	44.4%	30.0%	27.2%	44.8%	28.6%	22.2%	
TEXT	33.0%	31.6%	39.6%	33.7%	25.9%	39.5%	28.2%	35.2%	32.8%	37.5%	26.5%	28.0%	16.0%	41.7%	36.5%	37.8%	28.2%	29.5%	30.5%	37.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
LANDLINE	34.1%	15.4%	34.9%	26.5%	17.9%	39.3%	19.1%	39.8%	27.7%	26.2%	26.6%	37.9%	40.2%	30.0%	41.2%	30.2%	39.2%	29.8%	40.6%	35.5%
MOBILE PHONE	32.9%	45.1%	41.8%	50.6%	47.0%	36.5%	50.4%	24.6%	42.6%	41.0%	43.7%	28.9%	24.1%	40.8%	21.3%	42.2%	26.8%	39.8%	20.9%	36.4%
TEXT	33.0%	39.5%	23.3%	22.9%	35.1%	24.3%	30.5%	35.7%	29.7%	32.8%	29.6%	33.3%	35.7%	29.2%	37.6%	27.6%	34.0%	30.4%	38.5%	28.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
LANDLINE	34.1%	36.7%	19.2%	29.8%	23.5%	38.1%	30.6%	34.9%	38.8%	41.4%	26.0%	40.6%	34.0%	28.5%	25.5%	28.3%	25.1%	40.2%	29.9%	35.5%	36.7%
MOBILE PHONE	32.9%	38.1%	49.5%	38.4%	48.7%	28.6%	40.7%	27.1%	37.2%	30.2%	42.7%	23.8%	36.5%	45.1%	47.0%	46.2%	48.2%	29.8%	36.3%	30.5%	32.3%
TEXT	33.0%	25.2%	31.3%	31.8%	27.8%	33.3%	28.7%	38.0%	24.1%	28.4%	31.3%	35.6%	29.5%	26.5%	27.5%	25.4%	26.6%	30.0%	33.8%	33.9%	31.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

BANNER 10

	EDUCATION: FEMALE		EDUCATION: WHITE		EDUCATION: NON-WHITE		EDUCATION: AFRICAN-AMER. /BLACK		ISSUE OF ABORTION		ISSUE OF ABORTION: MALE		ISSUE OF ABORTION: FEMALE		ISSUE OF ABORTION: WHITE		ISSUE OF ABORTION: NON-WHITE		ISSUE OF ABORTION: AFRICAN-AMER.		
	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
LANDLINE	34.1%	44.3%	24.7%	42.9%	32.9%	28.8%	23.6%	21.5%	27.5%	42.2%	26.8%	41.6%	30.3%	42.9%	24.4%	43.4%	30.2%	36.1%	20.5%	33.5%	22.2%
MOBILE PHONE	32.9%	29.2%	39.4%	28.1%	29.0%	36.9%	51.7%	35.0%	52.6%	25.8%	40.8%	24.5%	40.1%	27.3%	41.4%	22.4%	37.2%	40.5%	47.5%	40.1%	47.6%
TEXT	33.0%	26.5%	35.9%	29.0%	38.1%	34.4%	24.7%	43.5%	19.9%	31.9%	32.4%	33.9%	29.7%	29.8%	34.3%	34.2%	32.6%	23.4%	32.0%	26.5%	30.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

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	PRO-LIFE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
LANDLINE	34.1%	39.5%	35.3%	46.5%	38.1%	27.1%	29.4%	39.2%	20.0%	38.8%	29.9%	40.2%	25.3%	41.8%	31.1%	29.0%	19.8%	29.6%	20.7%
MOBILE PHONE	32.9%	25.0%	18.4%	19.5%	29.5%	43.5%	35.7%	37.6%	51.9%	23.9%	44.8%	26.1%	42.6%	21.1%	39.8%	40.7%	50.4%	39.9%	50.4%
TEXT	33.0%	35.5%	46.4%	34.0%	32.5%	29.4%	34.9%	23.3%	28.1%	37.3%	25.3%	33.7%	32.1%	37.1%	29.1%	30.3%	29.8%	30.5%	28.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

27. Interview:

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
LANDLINE	34.1%	37.0%	25.6%	25.4%	37.1%	12.8%	13.9%	36.8%	32.1%	39.4%	32.3%	-	100.0%	37.3%	21.3%	17.5%	39.9%	66.6%	-
MOBILE PHONE	32.9%	28.0%	46.4%	46.2%	49.9%	43.1%	42.9%	27.8%	41.8%	37.2%	64.5%	45.4%	-	28.3%	49.3%	51.3%	41.5%	33.4%	49.8%
TEXT	33.0%	34.9%	28.0%	28.4%	13.0%	44.2%	43.2%	35.5%	26.0%	23.4%	3.2%	54.6%	-	34.4%	29.3%	31.2%	18.6%	-	50.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
LANDLINE	34.1%	24.7%	22.8%	30.1%	24.3%	62.7%	23.6%	38.3%	27.0%	44.5%	26.3%	62.7%	24.9%	40.6%	29.3%	45.7%	27.6%	62.9%
MOBILE PHONE	32.9%	44.3%	35.4%	35.8%	29.6%	22.9%	39.1%	30.3%	37.5%	26.0%	35.5%	22.9%	31.8%	30.7%	32.2%	29.3%	34.4%	19.8%
TEXT	33.0%	31.0%	41.8%	34.0%	46.2%	14.4%	37.2%	31.4%	35.6%	29.5%	38.1%	14.4%	43.4%	28.6%	38.5%	25.0%	38.0%	17.3%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
LANDLINE	34.1%	22.5%	36.5%	25.0%	43.5%	25.3%	62.5%	35.7%	32.8%	100.0%	-	-	1.7%	11.3%	28.3%	31.4%	46.5%
MOBILE PHONE	32.9%	46.0%	29.9%	41.9%	23.5%	36.4%	25.8%	31.1%	34.5%	-	100.0%	-	55.0%	49.2%	29.3%	31.9%	28.0%
TEXT	33.0%	31.5%	33.6%	33.1%	32.9%	38.3%	11.7%	33.2%	32.8%	-	-	100.0%	43.3%	39.5%	42.4%	36.7%	25.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
LANDLINE	34.1%	28.1%	24.9%	35.2%	43.1%	59.7%	16.7%	45.9%	41.2%	69.1%	21.7%	25.7%	-	27.9%
MOBILE PHONE	32.9%	34.4%	39.3%	36.0%	25.3%	19.6%	39.1%	34.9%	42.0%	-	36.7%	42.4%	17.4%	44.6%
TEXT	33.0%	37.5%	35.8%	28.8%	31.6%	20.8%	44.2%	19.2%	16.8%	30.9%	41.5%	32.0%	82.6%	27.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

28. HD:

BANNER 1

	TOTAL			AREA					VOTER LIKELIHOOD				GENERIC BALLOT			
	HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20	
HD 73	39.0%	100.0%	-	-	38.7%	40.8%	42.3%	37.9%	34.5%	34.0%	48.4%	43.6%	43.6%	42.5%	46.8%	
HD 82	42.0%	-	100.0%	-	41.7%	44.0%	47.7%	37.1%	40.5%	40.8%	31.6%	42.6%	43.4%	29.5%	50.8%	
HD 83	19.0%	-	-	100.0%	19.6%	15.2%	10.0%	25.0%	25.1%	25.3%	20.0%	13.9%	13.0%	28.0%	2.5%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

28. HD:

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
HD 73	39.0%	31.3%	47.7%	45.5%	36.1%	58.0%	29.1%	43.9%	33.0%	51.3%	-	49.1%	48.2%
HD 82	42.0%	43.4%	34.5%	43.4%	42.9%	31.2%	29.4%	47.1%	45.3%	35.4%	34.2%	29.8%	36.0%
HD 83	19.0%	25.4%	17.8%	11.1%	21.0%	10.8%	41.6%	9.0%	21.8%	13.3%	65.8%	21.1%	15.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
HD 73	39.0%	40.2%	36.1%	40.6%	19.4%	51.2%	51.3%	43.2%	34.7%	34.2%	50.7%	43.6%	43.4%	50.2%	48.1%
HD 82	42.0%	34.8%	44.3%	42.4%	69.5%	42.2%	32.9%	55.2%	40.5%	40.2%	49.3%	43.3%	44.7%	3.7%	49.8%
HD 83	19.0%	25.0%	19.6%	17.1%	11.0%	6.6%	15.9%	1.5%	24.8%	25.5%	-	13.1%	11.9%	46.1%	2.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

28. HD:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total	300	157	151	6	124	119	6	18	56	7
HD 73	39.0%	35.1%	35.2%	32.8%	45.0%	44.5%	55.4%	31.9%	30.8%	41.5%
HD 82	42.0%	39.7%	40.0%	32.9%	42.8%	42.8%	44.6%	56.0%	40.4%	58.5%
HD 83	19.0%	25.2%	24.8%	34.3%	12.2%	12.7%	-	12.2%	28.8%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-	
HD 73	39.0%	43.9%	24.4%	43.2%	30.2%	41.2%	35.3%	39.0%	37.1%	42.6%	34.0%	34.9%	28.1%	40.0%	28.1%	35.2%	41.4%	41.1%	38.6%	53.3%	-	
HD 82	42.0%	38.7%	48.9%	37.4%	48.6%	41.5%	42.9%	42.8%	38.4%	42.7%	39.8%	39.7%	48.2%	41.7%	48.2%	41.1%	43.9%	41.3%	44.3%	26.7%	-	
HD 83	19.0%	17.4%	26.7%	19.4%	21.2%	17.3%	21.9%	18.2%	24.5%	14.7%	26.2%	25.4%	23.6%	18.3%	23.6%	23.7%	14.8%	17.6%	17.1%	20.0%	-	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

28. HD:

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
HD 73	39.0%	40.4%	33.9%	43.7%	30.6%	44.6%	37.9%	34.9%	33.7%	36.6%	40.3%	50.7%	52.3%	44.2%	50.2%	42.1%
HD 82	42.0%	38.7%	50.1%	40.6%	43.2%	41.1%	42.1%	40.1%	41.7%	43.0%	45.5%	46.5%	37.1%	52.7%	46.7%	41.0%
HD 83	19.0%	20.9%	16.0%	15.7%	26.2%	14.2%	20.0%	25.0%	24.5%	20.4%	14.1%	2.8%	10.6%	3.0%	3.0%	16.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
HD 73	39.0%	37.4%	34.3%	45.6%	40.4%	49.5%	31.7%	37.3%	44.1%	30.7%	-	41.7%	28.4%	43.7%	47.5%	34.3%	30.5%	41.3%	25.1%	36.1%
HD 82	42.0%	31.6%	44.9%	47.8%	50.3%	45.9%	45.5%	38.8%	35.3%	42.3%	20.7%	54.5%	44.1%	37.7%	44.4%	46.6%	40.0%	47.4%	44.2%	38.6%
HD 83	19.0%	31.0%	20.9%	6.6%	9.3%	4.6%	22.8%	23.9%	20.6%	27.0%	79.3%	3.8%	27.6%	18.6%	8.0%	19.0%	29.5%	11.3%	30.7%	25.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
HD 73	39.0%	51.6%	45.7%	45.9%	50.9%	43.4%	40.8%	34.1%	44.9%	35.0%	46.0%	35.3%	32.3%	44.2%	33.1%	48.8%	31.6%	40.8%	28.6%	41.6%
HD 82	42.0%	48.4%	48.3%	37.8%	49.1%	49.5%	43.1%	41.6%	42.4%	42.4%	40.8%	42.9%	42.6%	42.0%	44.2%	39.8%	41.1%	43.7%	41.7%	40.7%
HD 83	19.0%	-	6.1%	16.3%	-	7.2%	16.1%	24.3%	12.7%	22.6%	13.3%	21.8%	25.1%	13.8%	22.6%	11.4%	27.3%	15.6%	29.7%	17.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
HD 73	39.0%	48.6%	49.4%	49.0%	44.1%	40.1%	36.8%	40.8%	32.3%	39.4%	39.4%	36.2%	31.4%	53.9%	45.0%	52.9%	43.8%	35.1%	42.3%	36.2%	43.0%
HD 82	42.0%	45.0%	44.5%	50.3%	47.1%	35.4%	50.2%	38.7%	50.6%	31.8%	49.9%	34.8%	50.5%	35.9%	49.7%	38.9%	49.5%	41.3%	42.7%	39.6%	44.3%
HD 83	19.0%	6.4%	6.1%	0.8%	8.7%	24.5%	13.0%	20.5%	17.1%	28.8%	10.7%	29.0%	18.2%	10.2%	5.4%	8.3%	6.7%	23.5%	15.0%	24.2%	12.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
HD 73	39.0%	34.2%	41.8%	35.0%	35.3%	36.3%	57.1%	34.2%	54.7%	35.3%	43.8%	39.5%	41.7%	30.8%	45.2%	32.6%	40.7%	47.1%	49.5%	42.3%	48.5%
HD 82	42.0%	42.9%	41.4%	37.4%	45.4%	54.3%	37.0%	60.5%	37.2%	42.7%	42.4%	41.7%	42.6%	43.7%	42.3%	43.8%	39.2%	36.8%	48.3%	41.3%	48.7%
HD 83	19.0%	22.9%	16.8%	27.5%	19.3%	9.4%	5.9%	5.3%	8.0%	22.0%	13.8%	18.8%	15.7%	25.5%	12.5%	23.6%	20.1%	16.1%	2.2%	16.3%	2.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35
HD 73	39.0%	36.8%	19.8%	38.0%	42.1%	40.8%	44.1%	34.3%	41.2%	40.6%	37.4%	32.9%	43.0%	33.1%	39.1%	51.8%	43.8%	51.5%	41.7%
HD 82	42.0%	39.1%	42.2%	50.5%	33.5%	47.0%	45.0%	46.7%	48.6%	39.7%	48.1%	38.5%	46.2%	40.0%	43.4%	34.4%	53.6%	35.6%	55.1%
HD 83	19.0%	24.1%	38.0%	11.5%	24.4%	12.3%	10.9%	19.0%	10.2%	19.8%	14.5%	28.5%	10.8%	26.9%	17.4%	13.8%	2.6%	12.9%	3.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

28. HD:

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE							RACIAL BACKGROUND: FEMALE						
	WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other		WHITE	NON- WHITE	Africn Amer. Black	His- panic/ Latino	Asian/ Asian- Amer.	Other	
Total	300	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2		
HD 73	39.0%	35.1%	49.7%	47.3%	44.0%	71.3%	73.4%	36.6%	52.4%	38.5%	80.3%	88.2%	-	33.8%	48.0%	52.3%	23.2%	-	85.3%		
HD 82	42.0%	41.4%	43.1%	45.6%	42.7%	28.7%	26.6%	41.4%	43.5%	55.4%	19.7%	11.8%	100.0%	41.4%	42.9%	40.1%	55.9%	100.0%	14.7%		
HD 83	19.0%	23.5%	7.1%	7.1%	13.3%	-	-	22.0%	4.1%	6.1%	-	-	-	24.8%	9.0%	7.6%	20.9%	-	-		

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
HD 73	39.0%	42.3%	38.3%	44.2%	34.2%	35.3%	40.0%	38.8%	42.1%	34.8%	40.2%	35.3%	43.3%	39.0%	43.1%	36.0%	41.4%	36.8%
HD 82	42.0%	39.7%	39.6%	42.2%	42.0%	43.8%	39.7%	42.6%	41.0%	42.9%	41.2%	43.8%	41.3%	42.1%	42.2%	41.4%	41.6%	42.6%
HD 83	19.0%	18.0%	22.1%	13.6%	23.8%	20.9%	20.4%	18.5%	16.9%	22.3%	18.6%	20.9%	15.4%	18.9%	14.7%	22.6%	17.0%	20.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
HD 73	39.0%	36.9%	38.7%	41.3%	33.8%	39.3%	33.9%	40.3%	37.9%	30.8%	47.3%	39.2%	26.1%	60.4%	36.0%	33.0%	35.9%
HD 82	42.0%	38.2%	43.0%	40.0%	44.1%	40.9%	44.9%	41.9%	42.1%	41.6%	42.6%	41.8%	73.9%	32.6%	41.6%	40.7%	45.1%
HD 83	19.0%	25.0%	18.3%	18.8%	22.0%	19.8%	21.2%	17.8%	20.0%	27.6%	10.1%	18.9%	-	6.9%	22.4%	26.3%	18.9%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25
HD 73	39.0%	49.1%	39.4%	31.9%	22.9%	37.0%	56.0%	23.9%	22.7%	29.8%	20.3%	41.9%	82.6%	38.4%
HD 82	42.0%	35.6%	49.0%	45.7%	45.2%	37.8%	32.6%	54.3%	63.7%	8.8%	34.9%	41.3%	17.4%	43.4%
HD 83	19.0%	15.3%	11.6%	22.4%	31.8%	25.2%	11.3%	21.7%	13.6%	61.3%	44.8%	16.7%	-	18.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

29. Voter Household General Election History:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
NEWLY REGISTERED	1.5%	1.0%	2.7%	-	1.6%	1.1%	0.9%	1.6%	0.4%	0.4%	-	2.3%	2.4%	-	5.4%
1 OF 4	16.0%	24.7%	12.4%	5.8%	14.9%	23.2%	13.0%	42.5%	16.5%	17.1%	-	16.1%	16.7%	5.7%	11.1%
2 OF 4	13.7%	12.6%	13.6%	16.2%	13.9%	12.6%	16.6%	5.2%	15.0%	14.0%	42.9%	13.5%	13.4%	15.2%	4.6%
3 OF 4	24.2%	20.5%	23.4%	33.5%	25.2%	17.4%	11.4%	28.7%	23.1%	23.9%	-	22.5%	21.2%	43.1%	43.9%
4 OF 4	44.6%	41.1%	48.0%	44.5%	44.5%	45.6%	58.1%	22.1%	45.0%	44.6%	57.1%	45.7%	46.3%	36.1%	35.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

29. Voter Household General Election History:

BANNER 2

	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE				
	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	63	39	76	121	49	26	64	162	8	2	53	126
NEWLY REGISTERED	1.5%	1.3%	1.1%	2.8%	0.9%	2.9%	-	0.7%	1.6%	-	-	0.8%	1.5%
1 OF 4	16.0%	14.7%	20.7%	17.8%	13.9%	21.0%	10.0%	17.9%	14.7%	41.5%	-	18.3%	18.6%
2 OF 4	13.7%	16.0%	9.8%	12.6%	14.5%	12.2%	29.9%	11.2%	12.5%	1.1%	-	19.7%	15.8%
3 OF 4	24.2%	23.1%	27.1%	24.2%	23.8%	19.5%	29.5%	25.0%	24.4%	13.1%	65.8%	23.1%	23.6%
4 OF 4	44.6%	44.9%	41.3%	42.5%	47.0%	44.4%	30.6%	45.2%	46.8%	44.2%	34.2%	38.0%	40.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
NEWLY REGISTERED	1.5%	1.0%	2.4%	0.8%	6.0%	-	-	-	0.4%	0.4%	-	2.8%	2.1%	20.7%	2.3%
1 OF 4	16.0%	15.2%	10.9%	15.5%	6.9%	21.5%	35.8%	28.2%	16.4%	16.3%	18.8%	15.5%	16.0%	3.7%	14.1%
2 OF 4	13.7%	15.8%	15.1%	15.9%	10.4%	10.1%	1.9%	6.8%	13.6%	13.7%	10.1%	13.1%	12.4%	29.5%	24.0%
3 OF 4	24.2%	24.1%	17.7%	22.9%	25.4%	26.7%	33.8%	28.4%	23.8%	23.3%	38.5%	24.5%	23.7%	46.1%	27.3%
4 OF 4	44.6%	43.9%	53.9%	44.9%	51.2%	41.7%	28.5%	36.7%	45.8%	46.2%	32.6%	44.1%	45.8%	-	32.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

29. Voter Household General Election History:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
NEWLY REGISTERED	1.5%	0.7%	0.7%	-	2.6%	1.9%	16.8%	1.2%	0.7%	3.1%
1 OF 4	16.0%	17.3%	16.7%	33.5%	15.5%	14.9%	27.2%	7.3%	12.6%	19.2%
2 OF 4	13.7%	13.2%	12.4%	32.8%	12.6%	12.2%	19.5%	25.5%	15.1%	32.7%
3 OF 4	24.2%	23.1%	24.0%	-	25.3%	26.2%	5.5%	26.2%	25.2%	37.2%
4 OF 4	44.6%	45.7%	46.2%	33.7%	44.0%	44.7%	31.0%	39.8%	46.4%	7.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	SUPPRT	OPPOSE							
Total	300	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
NEWLY REGISTERED	1.5%	1.7%	0.8%	1.9%	1.1%	1.1%	1.7%	1.7%	1.1%	2.4%	0.1%	0.3%	-	1.7%	-	0.7%	2.9%	1.1%	0.2%	5.2%	-
1 OF 4	16.0%	17.5%	11.6%	18.0%	15.9%	20.3%	9.9%	18.3%	12.8%	14.9%	16.5%	15.4%	16.3%	15.1%	16.3%	13.0%	13.5%	21.7%	20.8%	26.3%	-
2 OF 4	13.7%	13.3%	15.4%	14.7%	11.7%	18.1%	7.3%	15.3%	6.2%	14.0%	14.4%	12.5%	10.8%	13.5%	10.8%	13.1%	11.9%	16.2%	18.6%	4.7%	-
3 OF 4	24.2%	25.4%	16.3%	26.0%	22.0%	23.1%	26.7%	23.8%	26.4%	24.6%	24.1%	23.7%	29.4%	24.3%	29.4%	26.8%	27.0%	18.4%	16.9%	25.7%	-
4 OF 4	44.6%	42.0%	55.8%	39.4%	49.3%	37.5%	54.5%	40.9%	53.5%	44.1%	45.0%	48.1%	43.5%	45.5%	43.5%	46.4%	44.7%	42.6%	43.5%	38.1%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
NEWLY REGISTERED	1.5%	0.1%	1.4%	-	1.3%	3.5%	2.5%	0.8%	3.5%	0.3%	-	2.2%	3.1%	-	2.4%	4.9%
1 OF 4	16.0%	16.8%	24.1%	25.3%	9.6%	8.8%	17.2%	10.1%	8.8%	20.8%	38.1%	19.3%	24.2%	31.3%	17.5%	15.4%
2 OF 4	13.7%	8.7%	6.5%	16.5%	17.0%	14.2%	15.8%	12.7%	10.0%	13.4%	11.2%	14.2%	23.0%	25.0%	12.4%	15.0%
3 OF 4	24.2%	26.4%	20.8%	13.9%	27.2%	29.8%	24.0%	26.8%	29.6%	17.6%	28.5%	23.9%	20.4%	12.4%	22.9%	28.1%
4 OF 4	44.6%	48.0%	47.2%	44.3%	45.0%	43.6%	40.5%	49.6%	48.1%	48.0%	22.2%	40.4%	29.4%	31.3%	44.8%	36.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
NEWLY REGISTERED	1.5%	-	1.8%	2.3%	2.8%	2.0%	3.7%	0.2%	0.3%	-	-	1.6%	0.2%	-	2.7%	6.5%	0.3%	0.9%	4.5%	0.2%
1 OF 4	16.0%	17.0%	9.1%	16.7%	21.2%	13.2%	13.7%	15.8%	20.0%	11.7%	-	23.5%	20.4%	20.5%	13.2%	8.4%	10.9%	13.8%	9.9%	13.1%
2 OF 4	13.7%	13.4%	10.6%	13.0%	11.9%	13.8%	15.6%	13.1%	14.2%	12.0%	26.8%	16.3%	12.5%	9.2%	11.3%	18.0%	17.3%	8.2%	15.8%	12.6%
3 OF 4	24.2%	28.4%	25.0%	26.7%	23.5%	29.1%	21.0%	23.2%	21.1%	25.3%	26.1%	17.9%	17.9%	20.5%	31.2%	23.4%	26.1%	26.8%	25.4%	23.4%
4 OF 4	44.6%	41.2%	53.5%	41.3%	40.5%	41.8%	46.1%	47.7%	44.4%	51.0%	47.1%	40.7%	49.1%	49.8%	41.6%	43.7%	45.4%	50.2%	44.4%	50.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
NEWLY REGISTERED	1.5%	4.3%	1.9%	-	5.4%	2.3%	-	0.3%	2.6%	4.5%	3.5%	0.7%	0.6%	2.5%	0.7%	-	0.6%	4.4%	0.8%	1.9%
1 OF 4	16.0%	20.6%	21.7%	33.1%	15.6%	17.2%	25.2%	15.4%	16.0%	21.7%	25.5%	11.2%	10.4%	18.6%	13.6%	28.7%	7.5%	10.9%	8.2%	15.6%
2 OF 4	13.7%	19.8%	15.0%	13.7%	14.7%	15.3%	8.9%	13.9%	12.9%	35.5%	14.8%	13.4%	14.6%	13.5%	7.1%	16.8%	21.6%	11.1%	14.1%	11.1%
3 OF 4	24.2%	26.5%	11.6%	22.8%	30.4%	10.5%	22.7%	23.2%	25.5%	17.8%	27.3%	23.4%	20.2%	29.4%	22.6%	19.1%	17.9%	37.2%	21.4%	31.0%
4 OF 4	44.6%	28.7%	49.7%	30.4%	33.9%	54.8%	43.2%	47.2%	43.0%	20.6%	28.9%	51.3%	54.1%	35.9%	56.0%	35.4%	52.4%	36.4%	55.4%	40.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
NEWLY REGISTERED	1.5%	-	3.7%	-	5.2%	1.0%	2.7%	0.5%	0.2%	1.5%	4.1%	1.3%	1.7%	-	4.1%	-	5.2%	0.9%	2.0%	-	0.7%
1 OF 4	16.0%	19.7%	24.4%	24.9%	10.5%	17.9%	10.6%	23.7%	12.6%	11.8%	9.5%	14.2%	7.5%	30.5%	15.3%	18.5%	16.0%	20.0%	12.0%	29.0%	13.4%
2 OF 4	13.7%	14.3%	18.2%	12.1%	17.5%	14.5%	15.0%	12.8%	13.1%	16.2%	16.1%	14.4%	12.5%	13.0%	18.8%	15.0%	13.4%	13.3%	13.2%	12.6%	10.5%
3 OF 4	24.2%	15.6%	26.4%	6.0%	31.7%	24.7%	25.8%	20.4%	23.3%	29.2%	27.1%	24.5%	28.5%	25.8%	21.7%	25.6%	21.0%	25.0%	23.9%	18.2%	22.5%
4 OF 4	44.6%	50.3%	27.3%	57.0%	35.1%	42.0%	45.9%	42.6%	50.8%	41.4%	43.1%	45.7%	49.8%	30.6%	40.1%	40.9%	44.6%	40.8%	48.9%	40.2%	52.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
NEWLY REGISTERED	1.5%	1.7%	3.1%	0.3%	2.2%	3.1%	1.7%	4.1%	2.3%	0.4%	2.8%	-	0.8%	0.8%	4.1%	0.5%	2.4%	-	3.5%	-	4.3%
1 OF 4	16.0%	12.0%	10.8%	17.8%	7.7%	28.4%	21.0%	30.6%	11.1%	15.6%	15.6%	19.1%	24.5%	11.8%	9.3%	13.4%	12.2%	24.8%	21.7%	23.3%	16.2%
2 OF 4	13.7%	14.0%	15.2%	12.7%	10.6%	13.5%	18.6%	13.3%	14.8%	12.5%	15.0%	9.4%	14.3%	15.9%	15.5%	11.0%	13.6%	16.7%	17.7%	13.6%	15.0%
3 OF 4	24.2%	31.0%	25.0%	23.5%	26.1%	30.8%	19.4%	27.0%	21.4%	24.8%	22.5%	24.6%	14.1%	25.0%	28.4%	23.5%	24.7%	30.6%	18.5%	24.4%	21.1%
4 OF 4	44.6%	41.3%	45.9%	45.6%	53.5%	24.1%	39.4%	25.1%	50.4%	46.7%	44.1%	46.9%	46.3%	46.5%	42.7%	51.6%	47.1%	27.9%	38.7%	38.6%	43.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

29. Voter Household General Election History:

BANNER 11

	TOTAL	POSITION ON ABORTION								POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	POSITION ON	
		PRO-LIFE	Should Not Be Legal	Saves Mothers Life	CaseOf Rape/Incest	PRO-CHOICE	During1stTriMester	Until20thWeek	LegalAllCases	ABORTION: MALE	ABORTION: FEMALE	ABORTION: WHITE	ABORTION: NON-WHITE	ABORTION: AFRICAN-AMER.	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE	PRO-LIFE	PRO-CHOICE
Total	300	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35	
NEWLY REGISTERED	1.5%	0.1%	-	-	0.2%	3.5%	6.0%	1.7%	2.3%	0.1%	0.8%	0.2%	5.2%	0.1%	3.2%	-	4.0%	-	5.0%	
1 OF 4	16.0%	15.8%	11.3%	21.6%	15.0%	16.0%	13.9%	11.8%	19.5%	22.0%	22.7%	9.4%	11.6%	13.7%	12.0%	24.0%	23.6%	22.9%	16.3%	
2 OF 4	13.7%	15.1%	19.6%	10.0%	15.6%	12.6%	13.6%	16.8%	9.9%	9.0%	14.2%	21.4%	11.5%	13.8%	9.9%	18.4%	17.6%	10.8%	17.4%	
3 OF 4	24.2%	23.2%	21.8%	10.3%	28.7%	24.1%	24.2%	23.1%	24.4%	20.1%	16.9%	26.3%	28.8%	23.9%	23.5%	20.7%	25.1%	17.3%	28.9%	
4 OF 4	44.6%	45.8%	47.4%	58.0%	40.4%	43.9%	42.2%	46.6%	43.8%	48.8%	45.3%	42.8%	42.9%	48.3%	51.4%	36.9%	29.7%	49.0%	32.4%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
NEWLY REGISTERED	1.5%	1.3%	2.2%	2.9%	-	-	-	0.5%	-	-	-	-	-	2.0%	3.6%	4.5%	-	-	-
1 OF 4	16.0%	13.1%	23.7%	18.1%	36.5%	44.3%	42.9%	19.1%	30.3%	22.9%	37.9%	54.8%	-	7.8%	19.5%	15.5%	35.6%	-	49.8%
2 OF 4	13.7%	12.3%	16.8%	14.3%	10.6%	50.2%	12.7%	9.7%	16.8%	9.8%	15.8%	45.2%	-	14.7%	16.8%	16.7%	7.6%	71.5%	14.7%
3 OF 4	24.2%	24.6%	23.4%	23.4%	35.7%	-	30.5%	22.3%	13.6%	13.8%	32.3%	-	-	26.6%	29.6%	28.8%	37.6%	-	35.4%
4 OF 4	44.6%	48.7%	34.0%	41.3%	17.3%	5.5%	13.9%	48.5%	39.3%	53.5%	14.0%	-	100.0%	49.0%	30.5%	34.4%	19.2%	28.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
NEWLY REGISTERED	1.5%	2.4%	2.0%	2.4%	0.1%	0.7%	2.1%	1.3%	2.3%	0.4%	1.7%	0.7%	1.0%	0.1%	0.5%	0.1%	0.4%	-
1 OF 4	16.0%	43.5%	17.4%	18.3%	8.2%	2.7%	28.4%	10.9%	23.2%	5.3%	19.6%	2.7%	38.2%	14.2%	29.8%	9.2%	26.5%	5.6%
2 OF 4	13.7%	24.8%	17.0%	13.2%	16.1%	3.5%	20.2%	11.1%	16.7%	9.4%	16.5%	3.5%	13.0%	10.6%	15.9%	4.3%	13.9%	2.7%
3 OF 4	24.2%	22.0%	33.2%	30.4%	21.9%	11.9%	28.5%	22.5%	29.5%	16.6%	27.6%	11.9%	25.1%	18.1%	25.6%	12.0%	23.9%	8.0%
4 OF 4	44.6%	7.3%	30.4%	35.7%	53.7%	81.3%	20.7%	54.2%	28.4%	68.2%	34.5%	81.3%	22.8%	57.0%	28.3%	74.5%	35.2%	83.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
NEWLY REGISTERED	1.5%	3.2%	2.2%	3.8%	0.6%	2.8%	1.3%	0.3%	2.5%	0.1%	2.5%	2.0%	100.0%	-	-	-	-
1 OF 4	16.0%	19.2%	8.3%	17.7%	2.3%	14.1%	-	21.7%	11.3%	5.3%	23.8%	19.1%	-	100.0%	-	-	-
2 OF 4	13.7%	27.0%	11.5%	17.3%	13.5%	18.6%	4.3%	11.3%	15.6%	11.4%	12.2%	17.6%	-	-	100.0%	-	-
3 OF 4	24.2%	31.7%	26.0%	32.8%	20.2%	30.6%	15.5%	20.3%	27.4%	22.3%	23.5%	26.9%	-	-	-	100.0%	-
4 OF 4	44.6%	18.8%	52.0%	28.5%	63.3%	34.0%	78.9%	46.3%	43.3%	61.0%	38.0%	34.4%	-	-	-	-	100.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
NEWLY REGISTERED	1.5%	4.3%	-	-	-	-	2.8%	-	-	-	-	-	-	-	
1 OF 4	16.0%	35.5%	15.1%	-	-	-	46.8%	4.0%	4.8%	-	-	9.5%	-	10.3%	
2 OF 4	13.7%	21.1%	19.5%	10.3%	-	-	21.5%	3.5%	4.2%	-	-	24.9%	-	27.1%	
3 OF 4	24.2%	26.4%	34.9%	23.7%	17.7%	2.9%	18.1%	19.7%	23.7%	-	46.1%	12.0%	-	13.0%	
4 OF 4	44.6%	12.6%	30.5%	65.9%	82.3%	97.1%	10.8%	72.9%	67.3%	100.0%	53.9%	53.6%	100.0%	49.5%	



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

30. Primary Vote Frequency:

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD				GENERIC BALLOT						
		HD 73	HD 82	HD 83	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	117	126	57	262	38	25	13	157	152	5	123	116	7	20
0 OF 4	35.0%	44.1%	29.7%	28.2%	33.9%	43.2%	26.9%	73.7%	42.7%	41.9%	66.2%	24.8%	24.6%	27.6%	37.6%
1 OF 4	23.4%	23.6%	27.2%	14.3%	23.9%	20.0%	24.4%	11.7%	18.9%	19.5%	-	28.3%	27.5%	42.0%	28.4%
2 OF 4	16.9%	13.8%	18.4%	19.9%	16.7%	18.1%	24.6%	5.9%	13.9%	14.4%	-	22.1%	22.3%	18.3%	7.8%
3 OF 4	13.8%	8.1%	14.9%	23.1%	14.5%	9.2%	14.1%	-	13.0%	13.2%	8.0%	15.5%	15.7%	12.2%	9.4%
4 OF 4	10.9%	10.4%	9.8%	14.5%	11.1%	9.5%	9.9%	8.7%	11.4%	10.9%	25.8%	9.3%	9.9%	-	16.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

30. Primary Vote Frequency:

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	63	39	76	121	49	26	64	162	8	2	53	126
0 OF 4	35.0%	37.1%	27.4%	41.6%	32.3%	30.2%	52.4%	38.0%	32.5%	38.5%	73.8%	38.5%	38.4%
1 OF 4	23.4%	18.9%	16.0%	25.8%	26.6%	17.9%	16.8%	23.7%	25.9%	11.8%	26.2%	15.9%	20.9%
2 OF 4	16.9%	10.8%	24.2%	16.1%	18.2%	23.8%	12.0%	17.6%	15.3%	19.1%	-	22.0%	18.4%
3 OF 4	13.8%	13.7%	20.5%	10.8%	13.5%	21.3%	9.1%	11.2%	13.3%	13.3%	-	12.6%	13.5%
4 OF 4	10.9%	19.5%	11.8%	5.7%	9.4%	6.7%	9.7%	9.5%	12.9%	17.2%	-	11.0%	8.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	128	34	62	32	15	20	9	160	155	5	130	126	5	9
0 OF 4	35.0%	36.8%	26.7%	43.2%	34.5%	29.4%	25.2%	18.8%	41.7%	40.3%	88.6%	26.4%	26.5%	24.4%	40.5%
1 OF 4	23.4%	22.1%	27.6%	21.4%	13.8%	19.9%	41.3%	39.2%	18.9%	19.4%	-	29.6%	28.9%	48.7%	13.7%
2 OF 4	16.9%	15.7%	17.8%	13.1%	24.8%	25.8%	14.7%	17.6%	13.4%	13.9%	-	21.1%	21.7%	5.5%	16.4%
3 OF 4	13.8%	14.1%	12.9%	11.8%	18.7%	15.6%	9.3%	15.3%	12.9%	12.9%	11.4%	13.8%	13.5%	21.5%	29.4%
4 OF 4	10.9%	11.3%	15.0%	10.5%	8.2%	9.2%	9.4%	9.1%	13.1%	13.5%	-	9.0%	9.4%	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

30. Primary Vote Frequency:

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- UNDE- ABLE CIED NEWTON		
		VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIED	VOTE NEWTON	BOTH BAL- LOTS
Total	300	157	151	6	124	119	6	18	56	7
0 OF 4	35.0%	43.4%	42.5%	66.3%	24.9%	24.7%	30.4%	31.8%	36.5%	55.1%
1 OF 4	23.4%	17.7%	18.5%	-	30.5%	29.4%	53.9%	23.2%	18.9%	18.7%
2 OF 4	16.9%	13.6%	13.5%	16.5%	21.6%	21.9%	15.6%	12.5%	8.6%	19.5%
3 OF 4	13.8%	11.5%	12.0%	-	15.9%	16.7%	-	19.2%	14.5%	6.7%
4 OF 4	10.9%	13.7%	13.6%	17.3%	7.0%	7.4%	-	13.3%	21.5%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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 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	235	57	131	118	169	113	229	45	178	102	92	18	270	18	111	92	96	80	16	-
0 OF 4	35.0%	38.0%	26.3%	37.2%	32.9%	42.4%	22.8%	41.6%	10.6%	32.4%	39.3%	39.9%	34.0%	34.9%	34.0%	40.3%	25.2%	38.4%	32.9%	65.1%	-
1 OF 4	23.4%	22.6%	27.3%	22.3%	25.7%	24.6%	23.4%	21.8%	29.6%	27.3%	17.1%	13.2%	33.4%	22.5%	33.4%	20.8%	26.8%	23.1%	26.6%	5.8%	-
2 OF 4	16.9%	16.7%	16.0%	17.0%	15.7%	12.8%	23.2%	14.2%	25.5%	17.5%	16.3%	18.3%	5.0%	17.8%	5.0%	13.9%	23.0%	14.5%	16.5%	4.8%	-
3 OF 4	13.8%	14.1%	11.8%	11.5%	12.9%	10.8%	17.5%	12.6%	20.6%	15.2%	12.0%	11.7%	13.7%	14.0%	13.7%	14.6%	14.8%	11.8%	9.9%	21.2%	-
4 OF 4	10.9%	8.7%	18.6%	12.0%	12.8%	9.5%	13.0%	9.7%	13.7%	7.6%	15.4%	17.0%	13.9%	10.8%	13.9%	10.4%	10.1%	12.2%	14.1%	3.1%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	53	28	54	59	64	42	99	51	68	12	41	28	5	37	17
0 OF 4	35.0%	39.6%	30.8%	38.6%	41.0%	22.7%	38.1%	37.3%	21.2%	37.8%	62.1%	30.1%	39.7%	56.3%	32.3%	40.1%
1 OF 4	23.4%	19.9%	20.3%	22.4%	21.6%	29.7%	23.9%	21.8%	21.3%	18.8%	13.5%	33.6%	33.7%	18.6%	27.4%	25.6%
2 OF 4	16.9%	14.4%	22.7%	12.5%	13.4%	23.1%	17.0%	13.9%	23.9%	14.9%	14.3%	21.9%	13.4%	25.2%	24.3%	13.2%
3 OF 4	13.8%	15.6%	7.9%	10.1%	13.7%	17.9%	14.0%	15.2%	20.3%	16.0%	10.1%	8.1%	1.7%	-	8.9%	2.6%
4 OF 4	10.9%	10.5%	18.3%	16.3%	10.4%	6.5%	7.1%	11.7%	13.3%	12.5%	-	6.3%	11.6%	-	7.0%	18.4%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	59	39	74	32	42	69	144	71	73	5	25	30	74	49	39	70	43	47	123
0 OF 4	35.0%	47.4%	30.8%	21.0%	18.9%	22.6%	30.3%	42.1%	47.8%	36.5%	55.1%	18.0%	37.4%	42.0%	22.6%	24.7%	42.1%	14.3%	30.9%	38.9%
1 OF 4	23.4%	20.5%	20.3%	30.1%	27.7%	31.9%	24.0%	19.2%	17.6%	20.8%	-	35.8%	18.3%	16.2%	27.2%	28.4%	22.5%	23.2%	25.2%	19.0%
2 OF 4	16.9%	12.7%	18.2%	21.4%	26.6%	17.4%	24.8%	11.3%	10.0%	12.6%	7.7%	18.4%	21.4%	12.7%	22.9%	27.6%	9.8%	24.6%	21.8%	12.4%
3 OF 4	13.8%	13.3%	13.0%	18.1%	19.7%	16.9%	10.9%	14.2%	16.3%	12.1%	10.7%	12.9%	9.4%	13.3%	20.8%	12.1%	15.2%	27.8%	10.8%	15.6%
4 OF 4	10.9%	6.1%	17.6%	9.4%	7.0%	11.1%	10.0%	13.2%	8.3%	18.0%	26.5%	14.9%	13.5%	15.8%	6.6%	7.2%	10.4%	10.0%	11.2%	14.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	31	22	20	24	19	11	159	135	3	84	211	136	141	66	61	70	80	109	93
0 OF 4	35.0%	30.5%	29.0%	59.6%	29.3%	30.9%	58.4%	40.4%	27.4%	55.8%	47.7%	28.8%	30.2%	37.1%	27.9%	46.4%	32.4%	30.0%	28.4%	37.4%
1 OF 4	23.4%	39.8%	21.3%	21.4%	33.1%	14.4%	24.7%	19.3%	28.6%	13.8%	20.2%	25.1%	20.0%	26.5%	21.8%	21.5%	18.4%	30.4%	19.5%	21.7%
2 OF 4	16.9%	16.8%	31.4%	5.1%	21.3%	33.1%	2.3%	13.7%	20.5%	27.9%	12.4%	19.0%	17.3%	17.6%	10.6%	19.5%	23.5%	16.1%	16.2%	17.3%
3 OF 4	13.8%	4.4%	11.0%	6.0%	5.6%	13.0%	-	13.7%	14.6%	-	15.6%	13.4%	17.8%	11.5%	18.3%	6.3%	17.4%	15.4%	19.0%	15.7%
4 OF 4	10.9%	8.5%	7.3%	8.0%	10.7%	8.6%	14.6%	12.9%	9.0%	2.5%	4.0%	13.7%	14.6%	7.4%	21.4%	6.3%	8.3%	8.2%	16.8%	7.8%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

30. Primary Vote Frequency:

BANNER 9

	EVANGELICAL/ BORN-AGAIN: NON-WHITE		EVANGELICAL/ BORN-AGAIN: AFRICAN-AMER.		FIREARM HOUSEHOLD		FIREARM HOUSEHOLD: MALE		FIREARM HOUSEHOLD: FEMALE		FIREARM HOUSEHOLD: WHITE		FIREARM HOUSEHOLD: NON-WHITE		FIREARM HOUSEHOLD: AFRICAN-AMER.		EDUCATION		EDUCATION: MALE		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	
Total	300	26	48	21	34	147	106	76	38	71	68	112	63	34	43	24	34	132	163	62	71
0 OF 4	35.0%	35.7%	36.4%	31.8%	35.8%	40.3%	29.7%	43.4%	22.4%	37.1%	33.9%	39.5%	25.3%	42.0%	36.3%	38.1%	36.9%	41.5%	29.5%	46.1%	28.1%
1 OF 4	23.4%	23.0%	35.9%	22.6%	29.5%	20.1%	23.8%	19.2%	26.1%	21.0%	22.5%	17.7%	20.5%	28.2%	28.6%	24.7%	23.2%	21.1%	24.6%	18.1%	24.0%
2 OF 4	16.9%	22.3%	18.0%	24.4%	22.7%	16.1%	18.7%	14.2%	18.0%	18.2%	19.0%	14.9%	19.8%	20.6%	17.0%	26.6%	19.0%	17.1%	16.9%	14.4%	16.7%
3 OF 4	13.8%	13.2%	3.2%	13.8%	2.7%	14.4%	16.1%	13.4%	13.9%	15.3%	17.3%	17.9%	20.7%	3.1%	9.3%	1.9%	9.8%	11.2%	16.2%	10.1%	13.6%
4 OF 4	10.9%	5.9%	6.5%	7.4%	9.3%	9.1%	11.8%	9.9%	19.6%	8.3%	7.3%	10.1%	13.7%	6.1%	8.8%	8.7%	11.0%	9.0%	12.7%	11.2%	17.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE COLLGE	COLLGE GRAD./ POST	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE	PRO- LIFE	PRO- CHOICE
Total	300	70	93	103	111	28	53	22	38	141	144	73	59	69	85	113	93	28	51	18	41
0 OF 4	35.0%	37.5%	30.6%	40.6%	26.9%	43.5%	35.0%	46.5%	31.2%	39.0%	30.3%	39.7%	33.1%	38.2%	28.3%	37.6%	28.0%	43.3%	34.5%	34.2%	36.1%
1 OF 4	23.4%	23.7%	25.1%	18.1%	22.2%	32.6%	29.7%	28.8%	24.6%	20.5%	25.8%	17.0%	26.9%	24.2%	25.1%	18.5%	23.0%	29.2%	31.0%	31.1%	24.9%
2 OF 4	16.9%	19.5%	17.0%	18.8%	14.7%	11.2%	21.5%	11.0%	26.9%	14.9%	19.9%	14.6%	17.2%	15.2%	21.7%	14.9%	19.9%	15.3%	19.8%	19.3%	22.2%
3 OF 4	13.8%	12.2%	18.3%	12.5%	21.2%	7.0%	5.8%	6.3%	6.3%	11.7%	15.6%	11.1%	13.2%	12.4%	17.2%	14.1%	19.3%	2.2%	8.7%	-	9.3%
4 OF 4	10.9%	7.0%	9.0%	10.0%	15.0%	5.7%	8.0%	7.4%	11.0%	13.8%	8.5%	17.6%	9.7%	9.9%	7.6%	14.9%	9.8%	10.0%	6.0%	15.4%	7.5%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	157	31	36	91	126	42	26	57	79	50	78	75	125	82	32	44	23	35	
0 OF 4	35.0%	38.9%	27.8%	41.2%	41.8%	29.6%	39.7%	17.1%	27.8%	39.5%	32.8%	38.3%	27.4%	37.8%	25.6%	41.8%	37.1%	34.2%	37.7%	
1 OF 4	23.4%	20.9%	27.4%	19.9%	19.1%	25.2%	23.3%	39.6%	20.2%	17.4%	26.3%	24.5%	24.5%	20.0%	21.0%	24.9%	33.1%	24.7%	28.8%	
2 OF 4	16.9%	14.8%	19.7%	12.3%	14.2%	20.2%	19.9%	13.4%	23.7%	14.2%	18.2%	15.5%	21.6%	14.5%	20.5%	16.6%	19.7%	20.1%	22.7%	
3 OF 4	13.8%	12.2%	11.8%	13.0%	12.0%	16.1%	10.1%	21.4%	18.2%	12.3%	12.3%	12.1%	18.7%	14.6%	21.2%	3.3%	6.6%	2.0%	6.5%	
4 OF 4	10.9%	13.1%	13.4%	13.6%	12.9%	8.8%	7.1%	8.5%	10.2%	16.7%	10.5%	9.5%	7.7%	13.1%	11.6%	13.4%	3.5%	19.1%	4.3%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

30. Primary Vote Frequency:

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	218	81	60	11	7	3	103	32	22	4	6	0	115	49	39	7	1	2
0 OF 4	35.0%	33.7%	38.1%	36.7%	36.6%	54.9%	30.5%	36.9%	38.6%	37.8%	15.4%	61.3%	-	30.8%	37.7%	36.1%	48.8%	28.0%	35.4%
1 OF 4	23.4%	20.7%	30.7%	26.1%	43.8%	39.6%	55.6%	17.3%	33.1%	23.4%	78.5%	38.7%	-	23.8%	29.1%	27.6%	23.8%	43.5%	64.6%
2 OF 4	16.9%	16.5%	17.9%	21.2%	9.1%	5.5%	13.9%	14.9%	16.9%	22.1%	6.1%	-	100.0%	18.0%	18.5%	20.7%	10.8%	28.5%	-
3 OF 4	13.8%	16.7%	6.2%	6.3%	10.6%	-	-	15.0%	1.4%	2.1%	-	-	-	18.2%	9.2%	8.7%	16.6%	-	-
4 OF 4	10.9%	12.3%	7.2%	9.7%	-	-	-	15.9%	9.9%	14.5%	-	-	-	9.2%	5.4%	7.0%	-	-	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	37	51	91	57	63	87	211	178	120	235	63	42	93	82	53	104	31
0 OF 4	35.0%	50.1%	42.8%	40.1%	32.2%	16.0%	45.8%	30.8%	42.9%	23.7%	40.3%	16.0%	53.2%	30.1%	47.8%	21.0%	45.5%	10.0%
1 OF 4	23.4%	27.5%	26.6%	27.9%	21.4%	14.1%	27.0%	22.0%	27.4%	17.6%	26.0%	14.1%	21.2%	20.9%	24.4%	15.7%	23.3%	13.1%
2 OF 4	16.9%	13.5%	13.1%	11.0%	28.7%	19.1%	13.3%	18.2%	12.1%	23.6%	16.1%	19.1%	11.2%	17.3%	12.7%	19.6%	15.8%	13.9%
3 OF 4	13.8%	4.9%	10.0%	16.2%	8.5%	22.5%	7.9%	16.0%	12.1%	15.9%	11.3%	22.5%	6.5%	14.2%	8.1%	17.6%	8.1%	24.3%
4 OF 4	10.9%	4.0%	7.5%	4.8%	9.2%	28.2%	6.1%	13.0%	5.4%	19.2%	6.3%	28.2%	7.8%	17.5%	7.0%	26.1%	7.3%	38.7%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	45	119	96	68	132	32	135	165	102	99	99	5	48	41	73	134
0 OF 4	35.0%	39.0%	31.3%	38.8%	25.8%	36.3%	21.8%	37.3%	33.2%	28.9%	36.6%	39.8%	100.0%	77.9%	54.1%	38.3%	9.9%
1 OF 4	23.4%	32.3%	22.9%	30.1%	19.0%	28.1%	15.1%	21.0%	25.3%	17.1%	27.9%	25.4%	-	22.1%	33.2%	33.8%	16.0%
2 OF 4	16.9%	15.2%	18.9%	11.6%	26.8%	16.3%	24.0%	15.4%	18.1%	17.4%	18.5%	14.7%	-	-	12.7%	16.6%	24.9%
3 OF 4	13.8%	9.1%	17.5%	15.6%	14.6%	13.8%	20.8%	11.8%	15.4%	17.4%	10.6%	13.2%	-	-	-	10.1%	25.4%
4 OF 4	10.9%	4.4%	9.5%	4.1%	13.8%	5.6%	18.2%	14.5%	8.0%	19.1%	6.5%	6.9%	-	-	-	1.3%	23.8%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	105	70	51	41	33	37	27	22	5	5	27	2	25	
0 OF 4	35.0%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-	
1 OF 4	23.4%	-	100.0%	-	-	-	-	26.0%	31.3%	-	-	56.3%	-	61.3%	
2 OF 4	16.9%	-	-	100.0%	-	-	-	20.8%	25.0%	-	73.6%	16.3%	-	17.7%	
3 OF 4	13.8%	-	-	-	100.0%	-	-	20.2%	11.8%	61.3%	-	22.0%	100.0%	15.2%	
4 OF 4	10.9%	-	-	-	-	100.0%	-	33.0%	31.9%	38.7%	26.4%	5.4%	-	5.9%	

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

BANNER 1

	TOTAL	AREA			VOTER LIKELIHOOD					GENERIC BALLOT					
		HD 73	HD 82	HD 83	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	96	40	40	17	84	12	7	5	45	42	3	42	36	6	9
NONE	38.4%	52.3%	30.3%	24.7%	35.7%	57.6%	50.6%	67.4%	42.9%	38.8%	100.0%	31.8%	31.3%	35.2%	45.9%
VOTED GOP	28.0%	16.3%	36.9%	34.6%	28.0%	28.3%	31.7%	23.5%	47.2%	50.7%	-	10.0%	10.3%	8.2%	16.2%
Only Voted GOP	23.3%	12.9%	35.9%	18.0%	24.2%	16.4%	11.4%	23.5%	41.0%	44.0%	-	9.0%	9.2%	8.2%	1.6%
Voted Majority GOP	4.8%	3.5%	1.0%	16.6%	3.8%	11.9%	20.3%	-	6.2%	6.7%	-	1.0%	1.1%	-	14.6%
VOTED EQUAL GOP/DEM	5.5%	2.7%	4.7%	14.1%	6.3%	-	-	-	3.3%	3.5%	-	7.2%	8.3%	-	9.4%
VOTED DEM	28.0%	28.6%	28.1%	26.6%	30.0%	14.1%	17.7%	9.1%	6.6%	7.1%	-	51.0%	50.1%	56.5%	28.5%
Voted Majority Dem	2.3%	4.5%	1.0%	-	2.6%	-	-	-	-	-	-	5.2%	3.6%	15.6%	-
Only Voted Dem	25.8%	24.1%	27.1%	26.6%	27.4%	14.1%	17.7%	9.1%	6.6%	7.1%	-	45.8%	46.6%	40.9%	28.5%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

BANNER 2

	TOTAL	PAUL NEWTON				KESHIA SANDIDGE				NEWTON/SANDIDGE			
		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	96	21	18	24	33	15	11	24	46	2	1	19	49
NONE	38.4%	33.2%	44.8%	48.1%	31.1%	24.4%	52.8%	53.0%	32.1%	3.7%	100.0%	42.8%	45.5%
VOTED GOP	28.0%	53.4%	17.4%	8.2%	32.0%	12.2%	20.6%	26.9%	35.6%	92.1%	-	18.6%	20.6%
Only Voted GOP	23.3%	40.3%	15.1%	8.2%	27.8%	3.4%	20.6%	21.0%	31.7%	25.3%	-	11.4%	14.8%
Voted Majority GOP	4.8%	13.1%	2.3%	-	4.3%	8.9%	-	5.9%	3.9%	66.8%	-	7.2%	5.7%
VOTED EQUAL GOP/DEM	5.5%	6.9%	4.6%	6.1%	4.7%	5.9%	13.8%	-	6.4%	4.2%	-	12.1%	4.9%
VOTED DEM	28.0%	6.4%	33.2%	37.6%	32.2%	57.5%	12.8%	20.0%	25.9%	-	-	26.5%	29.0%
Voted Majority Dem	2.3%	-	2.1%	7.4%	-	14.1%	-	-	-	-	-	2.0%	4.5%
Only Voted Dem	25.8%	6.4%	31.0%	30.2%	32.2%	43.4%	12.8%	20.0%	25.9%	-	-	24.5%	24.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	39	9	20	9	6	8	4	47	45	2	44	43	2	5
NONE	38.4%	44.6%	46.4%	24.3%	24.3%	43.4%	47.6%	36.3%	41.8%	39.3%	100.0%	33.6%	34.4%	11.1%	48.6%
VOTED GOP	28.0%	36.9%	4.3%	44.4%	23.1%	6.5%	-	18.6%	48.5%	50.6%	-	9.6%	10.0%	-	1.4%
Only Voted GOP	23.3%	29.7%	-	37.4%	23.1%	6.5%	-	18.6%	39.5%	41.2%	-	8.7%	9.0%	-	1.4%
Voted Majority GOP	4.8%	7.2%	4.3%	7.0%	-	-	-	-	9.0%	9.3%	-	0.9%	1.0%	-	-
VOTED EQUAL GOP/DEM	5.5%	3.0%	-	7.0%	8.7%	1.4%	12.7%	20.9%	3.3%	3.5%	-	7.5%	7.8%	-	8.7%
VOTED DEM	28.0%	15.6%	49.3%	24.3%	43.9%	48.8%	39.7%	24.1%	6.4%	6.7%	-	49.3%	47.9%	88.9%	41.3%
Voted Majority Dem	2.3%	-	-	-	23.0%	-	-	-	-	-	-	2.9%	3.0%	-	16.7%
Only Voted Dem	25.8%	15.6%	49.3%	24.3%	20.9%	48.8%	39.7%	24.1%	6.4%	6.7%	-	46.4%	44.9%	88.9%	24.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

BANNER 4

	TOTAL	STATE SENATE BALLOT						FAVOR- ABLE NEWTON	UNDE- CIDED	
	VOTE NEWTON	Vote	Lean	VOTE SAND- IDGE	Vote	Lean	FIRM UNDE- CIDED	VOTE NEWTON	BOTH BAL- LOTS	
Total Answering	96	47	46	1	41	39	2	8	19	4
NONE	38.4%	43.1%	41.8%	100.0%	33.2%	34.6%	7.9%	37.1%	27.9%	61.0%
VOTED GOP	28.0%	45.4%	46.4%	-	6.1%	6.4%	-	37.1%	57.5%	1.7%
Only Voted GOP	23.3%	36.6%	37.4%	-	5.1%	5.3%	-	37.1%	42.8%	1.7%
Voted Majority GOP	4.8%	8.8%	9.0%	-	1.0%	1.1%	-	-	14.7%	-
VOTED EQUAL GOP/DEM	5.5%	5.2%	5.3%	-	4.7%	4.9%	-	11.9%	7.3%	10.9%
VOTED DEM	28.0%	6.3%	6.4%	-	56.1%	54.1%	92.1%	13.9%	7.2%	26.4%
Voted Majority Dem	2.3%	-	-	-	5.3%	5.6%	-	-	-	-
Only Voted Dem	25.8%	6.3%	6.4%	-	50.8%	48.4%	92.1%	13.9%	7.2%	26.4%

DIFFERENTIATORS DATA  
NORTH CAROLINA - SENATE DISTRICT 34

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	96	76	18	46	35	59	32	74	11	56	34	28	7	85	7	-	-	96	80	16	-
NONE	38.4%	41.2%	30.6%	34.7%	36.2%	46.1%	24.9%	45.2%	19.2%	38.1%	32.6%	33.3%	35.7%	36.5%	35.7%	-	-	38.4%	32.9%	65.1%	-
VOTED GOP	28.0%	22.8%	47.8%	31.9%	32.5%	30.3%	18.9%	30.4%	10.6%	15.5%	52.1%	50.4%	57.7%	27.1%	57.7%	-	-	28.0%	32.0%	9.0%	-
Only Voted GOP	23.3%	16.7%	47.8%	22.7%	31.3%	27.9%	13.3%	26.1%	10.6%	14.8%	39.8%	35.5%	57.7%	21.7%	57.7%	-	-	23.3%	26.2%	9.0%	-
Voted Majority GOP	4.8%	6.0%	-	9.1%	1.2%	2.4%	5.6%	4.3%	-	0.7%	12.3%	14.8%	-	5.4%	-	-	-	4.8%	5.8%	-	-
VOTED EQUAL GOP/DEM	5.5%	4.4%	8.3%	5.6%	6.6%	3.3%	10.7%	4.2%	10.9%	5.9%	5.7%	6.9%	-	6.2%	-	-	-	5.5%	6.7%	-	-
VOTED DEM	28.0%	31.6%	13.2%	27.9%	24.7%	20.4%	45.5%	20.2%	59.2%	40.6%	9.6%	9.4%	6.6%	30.2%	6.6%	-	-	28.0%	28.5%	25.9%	-
Voted Majority Dem	2.3%	1.7%	5.0%	2.0%	1.1%	1.5%	4.0%	1.7%	-	3.9%	-	-	-	2.6%	-	-	-	2.3%	-	13.2%	-
Only Voted Dem	25.8%	29.9%	8.2%	25.9%	23.6%	18.9%	41.5%	18.5%	59.2%	36.7%	9.6%	9.4%	6.6%	27.6%	6.6%	-	-	25.8%	28.5%	12.7%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

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 Answering	96	-	-	54	-	-	42	-	-	68	-	-	28	-	-	17
NONE	38.4%	-	-	38.6%	-	-	38.1%	-	-	37.8%	-	-	39.7%	-	-	40.1%
VOTED GOP	28.0%	-	-	31.9%	-	-	23.1%	-	-	30.3%	-	-	22.5%	-	-	22.2%
Only Voted GOP	23.3%	-	-	26.0%	-	-	19.8%	-	-	23.6%	-	-	22.5%	-	-	22.2%
Voted Majority GOP	4.8%	-	-	5.9%	-	-	3.3%	-	-	6.7%	-	-	-	-	-	-
VOTED EQUAL GOP/DEM	5.5%	-	-	3.6%	-	-	8.0%	-	-	5.4%	-	-	5.9%	-	-	9.4%
VOTED DEM	28.0%	-	-	25.8%	-	-	30.8%	-	-	26.5%	-	-	31.9%	-	-	28.3%
Voted Majority Dem	2.3%	-	-	-	-	-	5.1%	-	-	3.2%	-	-	-	-	-	-
Only Voted Dem	25.8%	-	-	25.8%	-	-	25.7%	-	-	23.3%	-	-	31.9%	-	-	28.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

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 Answering	96	-	-	21	6	16	30	40	24	16	-	10	15	26	12	15	14	12	21	32
NONE	38.4%	-	-	30.5%	40.3%	27.0%	31.4%	41.5%	51.1%	26.9%	-	14.9%	30.1%	46.4%	43.2%	32.6%	31.8%	22.3%	26.7%	42.8%
VOTED GOP	28.0%	-	-	5.5%	7.1%	5.0%	14.3%	54.3%	46.5%	66.0%	-	4.2%	22.3%	51.8%	6.6%	6.8%	59.1%	10.0%	12.7%	53.6%
Only Voted GOP	23.3%	-	-	3.6%	7.1%	2.4%	14.3%	43.7%	28.9%	66.0%	-	-	22.3%	41.1%	6.6%	6.8%	48.8%	6.6%	12.7%	40.3%
Voted Majority GOP	4.8%	-	-	1.9%	-	2.6%	-	10.6%	17.6%	-	-	4.2%	-	10.7%	-	-	10.3%	3.4%	-	13.3%
VOTED EQUAL GOP/DEM	5.5%	-	-	9.2%	-	12.5%	11.0%	0.2%	-	0.5%	-	4.9%	10.3%	-	12.7%	11.7%	0.6%	3.5%	15.7%	-
VOTED DEM	28.0%	-	-	54.7%	52.6%	55.5%	43.3%	4.1%	2.4%	6.6%	-	76.0%	37.4%	1.8%	37.5%	48.9%	8.4%	64.2%	44.9%	3.6%
Voted Majority Dem	2.3%	-	-	6.0%	-	8.2%	3.0%	-	-	-	-	-	-	-	10.9%	5.8%	-	10.8%	4.3%	-
Only Voted Dem	25.8%	-	-	48.7%	52.6%	47.3%	40.3%	4.1%	2.4%	6.6%	-	76.0%	37.4%	1.8%	26.7%	43.1%	8.4%	53.3%	40.7%	3.6%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

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 Answering	96	10	9	8	6	7	4	45	48	2	35	58	37	49	23	27	14	22	31	31
NONE	38.4%	40.8%	42.5%	36.3%	34.9%	48.5%	36.1%	40.4%	34.5%	57.2%	41.4%	33.1%	26.3%	45.7%	21.3%	52.6%	34.5%	37.4%	22.5%	49.1%
VOTED GOP	28.0%	-	18.1%	56.9%	-	24.7%	51.2%	49.5%	8.5%	13.0%	24.0%	32.2%	46.1%	12.3%	56.1%	7.8%	29.8%	17.7%	51.1%	11.0%
Only Voted GOP	23.3%	-	18.1%	56.9%	-	24.7%	51.2%	40.2%	7.6%	13.0%	16.1%	29.1%	34.8%	12.3%	44.0%	7.8%	19.8%	17.7%	37.6%	11.0%
Voted Majority GOP	4.8%	-	-	-	-	-	-	9.3%	0.9%	-	8.0%	3.1%	11.3%	-	12.1%	-	10.0%	-	13.5%	-
VOTED EQUAL GOP/DEM	5.5%	16.3%	-	1.0%	26.7%	-	1.9%	3.1%	8.0%	7.1%	2.6%	7.7%	8.7%	4.3%	6.1%	2.0%	12.9%	7.1%	10.4%	1.6%
VOTED DEM	28.0%	43.0%	39.4%	5.8%	38.4%	26.8%	10.8%	7.0%	49.0%	22.6%	31.9%	27.0%	18.9%	37.7%	16.5%	37.6%	22.9%	37.8%	16.0%	38.4%
Voted Majority Dem	2.3%	-	-	-	-	-	-	-	4.6%	-	6.2%	-	-	2.6%	-	-	-	5.8%	-	4.2%
Only Voted Dem	25.8%	43.0%	39.4%	5.8%	38.4%	26.8%	10.8%	7.0%	44.5%	22.6%	25.7%	27.0%	18.9%	35.1%	16.5%	37.6%	22.9%	32.1%	16.0%	34.2%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

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 Answering	96	6	19	4	11	47	31	30	14	16	18	34	18	12	13	9	9	34	58	23	29
NONE	38.4%	45.8%	40.2%	37.8%	46.2%	40.8%	36.3%	45.7%	16.7%	31.7%	51.6%	44.0%	27.3%	32.0%	48.2%	30.1%	50.2%	53.4%	29.0%	57.6%	19.3%
VOTED GOP	28.0%	20.6%	14.4%	11.7%	14.0%	34.3%	14.9%	32.3%	25.3%	37.9%	6.8%	37.2%	15.3%	26.1%	14.3%	31.0%	13.3%	30.7%	27.8%	27.0%	37.9%
Only Voted GOP	23.3%	20.6%	14.4%	11.7%	14.0%	28.2%	13.6%	27.7%	22.4%	29.3%	6.8%	29.0%	13.0%	26.1%	14.3%	31.0%	13.3%	22.5%	24.7%	21.0%	31.7%
Voted Majority GOP	4.8%	-	-	-	-	6.0%	1.3%	4.7%	3.0%	8.6%	-	8.2%	2.3%	-	-	-	-	8.2%	3.1%	6.0%	6.2%
VOTED EQUAL GOP/DEM	5.5%	-	8.8%	-	14.3%	3.7%	4.0%	1.8%	3.0%	7.2%	4.7%	0.2%	7.0%	13.2%	-	18.7%	-	4.7%	6.4%	6.6%	1.4%
VOTED DEM	28.0%	33.6%	36.6%	50.5%	25.4%	21.2%	44.8%	20.2%	55.0%	23.1%	36.9%	18.5%	50.4%	28.7%	37.4%	20.2%	36.6%	11.2%	36.8%	8.9%	41.4%
Voted Majority Dem	2.3%	-	-	-	-	1.9%	4.1%	-	-	5.6%	7.3%	2.6%	7.2%	-	-	-	-	-	3.8%	-	-
Only Voted Dem	25.8%	33.6%	36.6%	50.5%	25.4%	19.3%	40.7%	20.2%	55.0%	17.5%	29.6%	15.9%	43.2%	28.7%	37.4%	20.2%	36.6%	11.2%	33.0%	8.9%	41.4%



DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	11	29	25	40	10	18	8	10	44	48	27	26	16	22	33	33	11	15	8	9
NONE	38.4%	44.3%	38.4%	53.8%	27.5%	52.3%	32.2%	62.6%	23.0%	40.3%	36.4%	45.8%	30.0%	30.8%	43.9%	40.0%	34.1%	41.1%	41.4%	34.5%	45.5%
VOTED GOP	28.0%	38.6%	17.9%	30.7%	32.1%	30.7%	18.2%	15.3%	27.4%	48.0%	10.3%	49.0%	14.3%	46.4%	5.7%	49.5%	13.7%	43.4%	3.0%	43.9%	5.0%
Only Voted GOP	23.3%	25.8%	17.9%	19.2%	27.7%	30.7%	18.2%	15.3%	27.4%	41.7%	6.5%	44.0%	7.2%	37.7%	5.7%	41.1%	8.1%	43.4%	3.0%	43.9%	5.0%
Voted Majority GOP	4.8%	12.9%	-	11.5%	4.5%	-	-	-	-	6.3%	3.8%	5.0%	7.1%	8.7%	-	8.4%	5.6%	-	-	-	-
VOTED EQUAL GOP/DEM	5.5%	0.8%	11.3%	4.4%	6.6%	5.6%	6.1%	7.3%	11.0%	4.6%	6.9%	2.0%	5.5%	9.2%	8.6%	4.5%	6.9%	5.1%	7.0%	7.1%	11.4%
VOTED DEM	28.0%	16.3%	32.3%	11.1%	33.8%	11.4%	43.5%	14.8%	38.6%	7.1%	46.4%	3.2%	50.3%	13.7%	41.9%	6.0%	45.4%	10.4%	48.6%	14.5%	38.1%
Voted Majority Dem	2.3%	-	7.5%	-	5.5%	-	-	-	-	-	4.5%	-	-	-	9.8%	-	6.7%	-	-	-	-
Only Voted Dem	25.8%	16.3%	24.8%	11.1%	28.3%	11.4%	43.5%	14.8%	38.6%	7.1%	41.9%	3.2%	50.3%	13.7%	32.1%	6.0%	38.7%	10.4%	48.6%	14.5%	38.1%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	49	8	11	31	43	14	13	16	31	22	18	21	36	31	13	13	9	8
NONE	38.4%	40.4%	35.4%	43.6%	40.6%	36.4%	47.6%	11.0%	46.2%	46.9%	27.5%	28.9%	45.5%	40.0%	34.0%	41.5%	42.2%	40.6%	40.5%
VOTED GOP	28.0%	43.4%	39.5%	42.3%	44.7%	9.4%	16.1%	11.0%	2.3%	45.7%	12.8%	39.3%	5.9%	45.2%	13.3%	38.7%	-	41.5%	-
Only Voted GOP	23.3%	37.7%	39.5%	42.3%	35.7%	5.2%	6.2%	7.8%	2.3%	41.3%	4.5%	31.4%	5.9%	37.4%	7.3%	38.7%	-	41.5%	-
Voted Majority GOP	4.8%	5.6%	-	-	9.0%	4.2%	9.9%	3.2%	-	4.4%	8.3%	7.9%	-	7.8%	6.0%	-	-	-	-
VOTED EQUAL GOP/DEM	5.5%	3.2%	-	14.1%	0.2%	7.8%	10.5%	3.7%	8.7%	0.2%	6.7%	8.4%	9.0%	4.1%	6.0%	0.6%	12.4%	0.9%	19.6%
VOTED DEM	28.0%	13.0%	25.0%	-	14.4%	46.4%	25.7%	74.3%	42.9%	7.2%	53.0%	23.4%	39.6%	10.7%	46.8%	19.2%	45.5%	17.0%	39.9%
Voted Majority Dem	2.3%	-	-	-	-	5.0%	-	14.3%	2.3%	-	-	-	10.2%	-	7.1%	-	-	-	-
Only Voted Dem	25.8%	13.0%	25.0%	-	14.4%	41.3%	25.7%	60.0%	40.5%	7.2%	53.0%	23.4%	29.3%	10.7%	39.6%	19.2%	45.5%	17.0%	39.9%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

31. Primary Ballot Indicator (Independents):

BANNER 12

	RACIAL BACKGROUND							RACIAL BACKGROUND: MALE						RACIAL BACKGROUND: FEMALE					
	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other		WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	Asian/Amer.	Other
Total Answering	96	68	28	17	4	4	2	39	15	9	3	3	-	29	13	9	1	1	2
NONE	38.4%	37.8%	39.7%	40.1%	26.8%	49.2%	41.5%	39.0%	37.7%	33.5%	19.0%	62.9%	-	36.3%	42.0%	46.6%	42.3%	-	41.5%
VOTED GOP	28.0%	30.3%	22.5%	22.2%	19.3%	11.6%	58.5%	39.8%	11.0%	18.9%	-	-	-	17.6%	35.6%	25.4%	57.7%	53.7%	58.5%
Only Voted GOP	23.3%	23.6%	22.5%	22.2%	19.3%	11.6%	58.5%	31.6%	11.0%	18.9%	-	-	-	12.9%	35.6%	25.4%	57.7%	53.7%	58.5%
Voted Majority GOP	4.8%	6.7%	-	-	-	-	-	8.2%	-	-	-	-	-	4.7%	-	-	-	-	-
VOTED EQUAL GOP/DEM	5.5%	5.4%	5.9%	9.4%	-	-	-	3.8%	3.2%	5.4%	-	-	-	7.5%	9.0%	13.3%	-	-	-
VOTED DEM	28.0%	26.5%	31.9%	28.3%	53.9%	39.1%	-	17.4%	48.1%	42.2%	81.0%	37.1%	-	38.5%	13.4%	14.7%	-	46.3%	-
Voted Majority Dem	2.3%	3.2%	-	-	-	-	-	-	-	-	-	-	-	7.4%	-	-	-	-	-
Only Voted Dem	25.8%	23.3%	31.9%	28.3%	53.9%	39.1%	-	17.4%	48.1%	42.2%	81.0%	37.1%	-	31.1%	13.4%	14.7%	-	46.3%	-

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	16	24	27	13	17	40	56	67	29	80	17	21	33	37	17	42	12
NONE	38.4%	63.2%	38.8%	38.7%	45.2%	8.0%	48.6%	31.0%	44.7%	24.0%	44.7%	8.0%	46.3%	33.7%	44.3%	26.2%	46.8%	10.9%
VOTED GOP	28.0%	3.6%	29.5%	20.0%	33.9%	58.1%	19.1%	34.5%	19.4%	47.7%	21.7%	58.1%	25.8%	35.9%	22.8%	52.1%	22.9%	62.6%
Only Voted GOP	23.3%	3.6%	17.9%	14.8%	33.9%	55.7%	12.1%	31.2%	13.2%	46.3%	16.5%	55.7%	12.7%	34.6%	15.2%	49.6%	16.2%	59.3%
Voted Majority GOP	4.8%	-	11.6%	5.2%	-	2.4%	6.9%	3.2%	6.3%	1.4%	5.3%	2.4%	13.2%	1.2%	7.5%	2.4%	6.7%	3.3%
VOTED EQUAL GOP/DEM	5.5%	6.7%	1.7%	5.4%	11.1%	6.0%	3.7%	6.9%	4.4%	8.2%	5.5%	6.0%	-	6.0%	2.6%	6.0%	2.3%	8.2%
VOTED DEM	28.0%	26.5%	30.0%	35.9%	9.8%	27.9%	28.6%	27.7%	31.5%	20.1%	28.1%	27.9%	27.9%	24.4%	30.4%	15.8%	28.0%	18.3%
Voted Majority Dem	2.3%	-	5.4%	3.3%	-	-	3.2%	1.6%	3.3%	-	2.7%	-	-	-	-	-	-	-
Only Voted Dem	25.8%	26.5%	24.6%	32.6%	9.8%	27.9%	25.4%	26.1%	28.3%	20.1%	25.3%	27.9%	27.9%	24.4%	30.4%	15.8%	28.0%	18.3%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	19	23	30	12	38	4	54	42	27	37	32	1	21	16	18	41
NONE	38.4%	51.3%	27.3%	45.1%	21.1%	42.5%	-	38.6%	38.1%	23.2%	38.8%	50.5%	100.0%	82.6%	50.9%	37.8%	9.7%
VOTED GOP	28.0%	11.5%	32.5%	15.3%	41.9%	20.5%	45.7%	31.9%	23.1%	46.5%	25.2%	16.0%	-	5.2%	6.0%	30.0%	47.9%
Only Voted GOP	23.3%	11.5%	26.6%	10.7%	41.9%	16.8%	45.7%	26.0%	19.8%	34.6%	25.2%	11.6%	-	5.2%	6.0%	30.0%	36.7%
Voted Majority GOP	4.8%	-	5.9%	4.7%	-	3.7%	-	5.9%	3.3%	11.9%	-	4.4%	-	-	-	-	11.2%
VOTED EQUAL GOP/DEM	5.5%	7.9%	8.0%	6.6%	11.2%	8.9%	-	3.6%	8.0%	4.4%	5.3%	6.9%	-	-	-	13.9%	7.0%
VOTED DEM	28.0%	29.3%	32.1%	32.9%	25.9%	28.1%	54.3%	25.8%	30.8%	26.0%	30.7%	26.7%	-	12.2%	43.2%	18.3%	35.3%
Voted Majority Dem	2.3%	6.8%	3.8%	7.3%	-	5.7%	-	-	5.1%	-	1.0%	5.6%	-	-	-	-	5.3%
Only Voted Dem	25.8%	22.5%	28.3%	25.6%	25.9%	22.4%	54.3%	25.8%	25.7%	26.0%	29.7%	21.1%	-	12.2%	43.2%	18.3%	30.0%

DIFFERENTIATORS DATA  
 NORTH CAROLINA - SENATE DISTRICT 34

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	96	37	22	14	11	12	37	27	22	5	5	27	2	25
NONE	38.4%	100.0%	-	-	-	-	100.0%	-	-	-	-	-	-	-
VOTED GOP	28.0%	-	31.5%	40.2%	47.9%	75.7%	-	100.0%	100.0%	100.0%	-	-	-	-
Only Voted GOP	23.3%	-	31.5%	40.2%	23.2%	60.6%	-	83.0%	100.0%	-	-	-	-	-
Voted Majority GOP	4.8%	-	-	-	24.7%	15.1%	-	17.0%	-	100.0%	-	-	-	-
VOTED EQUAL GOP/DEM	5.5%	-	-	28.2%	-	12.0%	-	-	-	-	100.0%	-	-	-
VOTED DEM	28.0%	-	68.5%	31.5%	52.1%	12.4%	-	-	-	-	100.0%	100.0%	100.0%	-
Voted Majority Dem	2.3%	-	-	-	19.1%	-	-	-	-	-	8.1%	100.0%	-	-
Only Voted Dem	25.8%	-	68.5%	31.5%	33.0%	12.4%	-	-	-	-	91.9%	-	100.0%	-