NC Senate District 21
2022 General Election Likely Voter Survey Data

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Summary
As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 21st Senate District on May 22nd through May 25th. The survey of 300 likely general election voters, was comprised of 1/3 live landline interviews, 1/3 live cell phones interviews, and 1/3 text to web interviews, with a margin of error of +/- 5.7%.

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

- Medical Marijuana – Senate Bill 711 and House Bill 929, authorize doctors to prescribe medical marijuana for the treatment of certain medical conditions and illnesses.

- Sports Betting – Senate Bill 688 and House Bill 631, legalize sports wagering.

- Increasing School Choice – Senate Bill 671, and other legislation, increase school choice options for North Carolina families.

- Reduce the Personal Income Tax – Senate Bill 337, and state budget negotiations, propose further reductions in North Carolina's personal income tax rates.

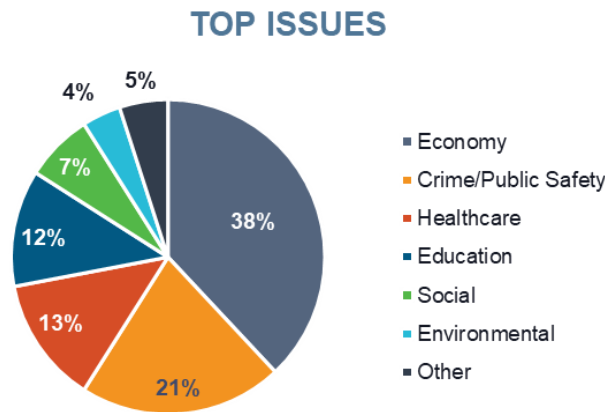- Expanding Medicaid – House Bill 149, expands Medicaid program with a work requirement.

About NC Senate District 21
North Carolina's 21st Senate District is located in the state's sandhills and includes all of Moore County and the northwest corner of Cumberland County, including Fort Bragg. Moore County is a largely rural county that is home to the affluent golf and retirement mecca of Pinehurst. The portion of Cumberland County in Senate District 21 is a blue collar, military-centric community based around Fort Bragg. It includes the City of Spring Lake and much of Fayetteville and is racially diverse. As a whole, the district is competitive politically, with the Moore County portion heavily favoring Republicans and the Cumberland County portion heavily favoring Democrats. In 2020, Republican US Senate candidate Thom Tillis, GOP Presidential candidate Donald

Trump and Democratic Gubernatorial candidate Roy Cooper all narrowly won Senate District 21. Incumbent Republican Senator Tom McInnis is challenged by Democrat Frank McNeill.

Where Voters Stand on the Issues

With record inflation sweeping the country, it's not surprising that a plurality of voters (38%) say economic issues are the most important to them. Economic issues were followed by crime and public safety (21%), healthcare (13%) and education (12%):

TOP ISSUES

- Economy — 38%
- Crime/Public Safety — 21%
- Healthcare — 13%
- Education — 12%
- Social — 7%
- Environmental — 4%
- Other — 5%

Of the big policy issues the legislature could take up during the short session, medical marijuana and reducing the state income tax are the most popular, exceeding 70% support from all voters. Both issues are universally popular, enjoying support across all key demographics. Medicaid expansion and a universal school choice program are not quite as popular as the top two issues, but both are very popular with voters. Medicaid expansion and universal school choice have broad support across demographic groups, though each has one notable demographic where support falls below a majority. In the case of Medicaid expansion, Republicans oppose the program by a 36/55 margin while Democrats oppose a universal school choice program by a margin of 44/53. Interestingly, Black Democrats are almost evenly split on universal school choice, 48/50, while White Democrats oppose the program by larger margins, 42/55. Of note: adding a work requirement to the Medicaid expansion proposal improved overall support to 89/8 and flipped Republican views of the proposal to 79/19 in favor of expansion.

Voter Group	All		McNeill		McInnis		Undecided	
Issue	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	74%	21%	93%	3%	63%	33%	52%	35%
Sports Betting	41%	38%	41%	37%	41%	39%	44%	39%
Universal School Choice	54%	40%	41%	56%	63%	31%	63%	24%
2.5% Income Tax	77%	14%	68%	22%	87%	8%	74%	7%
Medicaid Expansion	63%	30%	93%	5%	34%	57%	61%	24%
Expansion w/ work req.	89%	8%	98%	1%	83%	14%	83%	9%

Voter Group	All		Republican		Unaffiliated		Democratic	
Issue	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**
Medical Marijuana	74%	21%	57%	38%	79%	16%	88%	7%
Sports Betting	41%	38%	36%	46%	55%	26%	36%	41%
Universal School Choice	54%	40%	60%	32%	57%	34%	44%	53%
2.5% Income Tax	77%	14%	85%	6%	73%	17%	73%	24%
Medicaid Expansion	63%	30%	36%	55%	59%	29%	92%	6%
Expansion w/ work req.	89%	8%	79%	19%	91%	3%	98%	20%

This least popular of the major proposals is a measure to legalize sports betting, which closely divides voters – 41% approve and 38% oppose. The demographic differences of supporters of legalizing sports betting are interesting. Both Democrats and Republicans narrowly oppose the proposal, while Unaffiliated voters support legalizing sports betting by almost 30 points – 55/26. White and Black voters and Moore and Cumberland voters are evenly divided but there is a big difference in men and women's views. This measure has passed the State Senate.

Voter Group	All		Women		Men		White		Black	
Issue	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**
Medical Marijuana	74%	21%	75%	21%	73%	21%	75%	20%	68%	23%
Sports Betting	41%	38%	30%	47%	56%	27%	41%	39%	40%	40%
Universal School Choice	54%	40%	52%	44%	56%	36%	52%	40%	56%	41%
2.5% Income Tax	77%	14%	74%	16%	80%	11%	75%	14%	81%	13%
Medicaid Expansion	63%	30%	67%	26%	58%	36%	60%	35%	73%	17%
Expansion w/ work req.	89%	8%	91%	7%	88%	9%	89%	10%	91%	3%

Voter Group	All		Parent		Cumberland Co.		Moore Co.	
Issue	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**	**Support**	**Oppose**
Medical Marijuana	74%	21%	79%	16%	74%	19%	74%	22%
Sports Betting	41%	38%	49%	34%	39%	40%	43%	36%
Universal School Choice	54%	40%	63%	34%	62%	34%	47%	44%
2.5% Income Tax	77%	14%	79%	17%	75%	15%	78%	13%
Medicaid Expansion	63%	30%	54%	40%	65%	25%	61%	34%
Expansion w/ work req.	89%	8%	82%	16%	92%	4%	88%	11%

How the Big Policy Issues Could Impact this Election
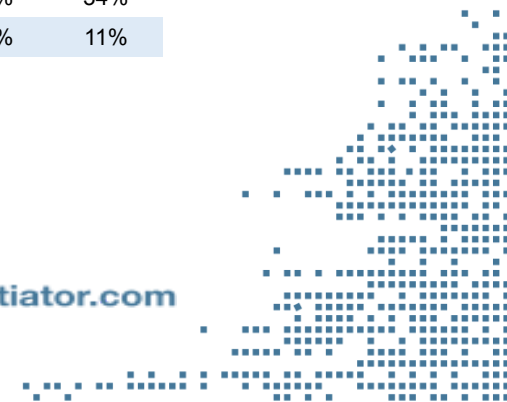
Most analysts expected SD-21 to be one of the most competitive districts in the 2022 election and this survey backs that up. McInnis, the incumbent Republican, narrowly leads Democratic challenger Frank McNeill, 43% to 42%. Key groups of swing voters that will likely decide the outcome of this election, like undecided and registered Unaffiliated voters, support passage of all 5 of the major issues the legislature is considering. Sports betting is the least helpful of the issues with swing voters, but it is not likely to damage its supporters. McInnis stands to benefit politically if they become law during the short session.