

North Carolina HD 23 Survey Results

Q1 Do you approve or disapprove of President Donald Trump's job performance?

Approve 5%
Disapprove 93%
Not sure 2%

Q2 In March there will be a primary election in North Carolina for US Senate, State Legislature and other important offices. Will you be voting in the Democratic primary or the Republican primary, or will you not be voting in the primary election?

Will be voting in the Democratic primary 100%
Will be voting in the Republican primary 0%
Won't be voting in the primary election 0%

Q3 Do you have a favorable or unfavorable opinion of Shelly Willingham?

Favorable 24%
Unfavorable 17%
Not sure 60%

Q4 Do you have a favorable or unfavorable opinion of Patricia Smith?

Favorable 15%
Unfavorable 11%
Not sure 74%

Q5 The Democratic candidates for State House of Representatives in your district are Shelly Willingham and Patricia Smith. If the primary election was today, who would you vote for?

Shelly Willingham 26%
Patricia Smith 19%
Not sure 54%

Q6 Here's some more information about the candidates for State House. Shelly Willingham voted with Republicans over 83% of the time during the current legislative session. He's one of the most conservative Democrats in the North Carolina House. Does hearing this give you serious concerns, minor concerns, or no real concerns about Shelly Willingham?

Serious concerns 51%
Minor concerns 17%
No real concerns 14%
Not sure 18%

Q7 Shelly Willingham voted with Republicans over Governor Josh Stein to raise the price of energy bills, hurt the environment, and make our communities less safe. Does hearing this give you serious concerns, minor concerns, or no real concerns about Shelly Willingham?

Serious concerns 67%
Minor concerns 12%
No real concerns 8%
Not sure 13%

Q8 Shelly Willingham was the only Democrat to join Republicans in voting for a bill that allows a person to carry a concealed gun into schools and churches. Does hearing this give you serious concerns, minor concerns, or no real concerns about Shelly Willingham?

Serious concerns 58%
Minor concerns 11%
No real concerns 16%
Not sure 15%

Q9 As costs rise and small businesses struggle, Shelly Willingham hasn't delivered for our community. Instead, Willingham used campaign dollars as a piggybank to subsidize his lifestyle spending over \$16,000 on flights and hotels, over \$11,000 on gas, and nearly \$3,000 on car washes. Does hearing this give you serious concerns, minor concerns, or no real concerns about Shelly Willingham?

Serious concerns 65%
Minor concerns 10%
No real concerns 8%
Not sure 17%

Q10 Patricia Smith is a mom, a minister, a small business owner, and an accountant. She's running for the North Carolina House to bring accountability back and because too many people in our district are doing everything right and still falling behind. She's fighting so people can see a doctor, keep the lights on, protect their homes, send their kids to a good school, and have a reason to stay in Eastern North Carolina. Does hearing this make you more likely or less likely to vote for Patricia Smith, or does it not make a difference?

More likely 63%
Less likely 5%
It doesn't make a difference 17%
Not sure 15%

Q11 Having heard some more information, let me ask you again: the Democratic candidates for State House of Representatives in your district are Shelly Willingham and Patricia Smith. If the primary election was today, who would you vote for?

Shelly Willingham 14%
Patricia Smith 52%
Not sure 34%

Q12 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

Woman 56%
Man 42%
Gender non-binary 2%

Q13 If you are a Democrat, press 1. If an independent, press 2.

Democrat 80%
Independent 20%

Q14 If you are Hispanic or Latino, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic or Latino 1%
White 30%
African-American 63%
Other 6%

Q15 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45 32%
46 to 65 32%
Older than 65 36%

Q16 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

High school graduate or less 31%
Some college but did not finish 22%
2-year college degree 10%
4-year college degree 25%
Post-graduate degree 12%

Q17 Mode

Landline 13%
Text 87%

	Base	Gender		
		Woman	Man	Gender non-binary
Trump Approval				
Approve	5%	3%	8%	4%
Disapprove	93%	95%	90%	90%
Not sure	2%	2%	2%	6%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham Favorability				
Favorable	24%	24%	23%	23%
Unfavorable	17%	15%	20%	2%
Not sure	60%	61%	57%	75%

	Base	Gender		
		Woman	Man	Gender non-binary
Smith Favorability				
Favorable	15%	15%	16%	-
Unfavorable	11%	8%	14%	12%
Not sure	74%	77%	71%	88%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham / Smith				
Shelly Willingham	26%	28%	25%	8%
Patricia Smith	19%	18%	21%	6%
Not sure	54%	54%	54%	86%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham Voted With Republicans Over 83% of the Time Level of Concern				
Serious concerns	51%	49%	54%	42%
Minor concerns	17%	17%	16%	11%
No real concerns	14%	16%	12%	20%
Not sure	18%	18%	19%	26%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...				
Serious concerns	67%	63%	73%	48%
Minor concerns	12%	15%	8%	15%
No real concerns	8%	7%	8%	10%
Not sure	13%	15%	11%	26%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern				
Serious concerns	58%	53%	66%	48%
Minor concerns	11%	13%	8%	11%
No real concerns	16%	18%	13%	14%
Not sure	15%	16%	13%	26%

	Base	Gender		
		Woman	Man	Gender non-binary
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern				
Serious concerns	65%	63%	69%	36%
Minor concerns	10%	10%	10%	18%
No real concerns	8%	9%	6%	16%
Not sure	17%	18%	16%	30%

	Base	Gender		
		Woman	Man	Gender non-binary
Smith Background More / Less Likely to Vote for Her				
More likely	63%	63%	65%	41%
Less likely	5%	5%	4%	4%
It doesn't make a difference	17%	18%	16%	4%
Not sure	15%	14%	16%	51%

	Base	Gender		
		Woman	Man	Gender non-binary
Informed Willingham / Smith				
Shelly Willingham	14%	12%	16%	4%
Patricia Smith	52%	50%	56%	31%
Not sure	34%	37%	28%	65%

	Base	Party	
		Democrat	Independent
Trump Approval			
Approve	5%	5%	6%
Disapprove	93%	93%	94%
Not sure	2%	2%	1%

	Base	Party	
		Democrat	Independent
Willingham Favorability			
Favorable	24%	27%	11%
Unfavorable	17%	16%	18%
Not sure	60%	57%	71%

		Party	
	Base	Democrat	Independent
Smith Favorability			
Favorable	15%	18%	3%
Unfavorable	11%	11%	9%
Not sure	74%	71%	88%

		Party	
	Base	Democrat	Independent
Willingham / Smith			
Shelly Willingham	26%	30%	12%
Patricia Smith	19%	20%	18%
Not sure	54%	50%	70%

		Party	
	Base	Democrat	Independent
Willingham Voted With Republicans Over 83% of the Time Level of Concern			
Serious concerns	51%	48%	61%
Minor concerns	17%	18%	13%
No real concerns	14%	15%	12%
Not sure	18%	20%	14%

	Base	Party	
		Democrat	Independent
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...			
Serious concerns	67%	66%	70%
Minor concerns	12%	12%	11%
No real concerns	8%	7%	10%
Not sure	13%	14%	9%

	Base	Party	
		Democrat	Independent
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern			
Serious concerns	58%	58%	59%
Minor concerns	11%	12%	5%
No real concerns	16%	14%	25%
Not sure	15%	16%	11%

	Base	Party	
		Democrat	Independent
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern			
Serious concerns	65%	65%	64%
Minor concerns	10%	10%	11%
No real concerns	8%	8%	8%
Not sure	17%	18%	17%

	Base	Party	
		Democrat	Independent
Smith Background More / Less Likely to Vote for Her			
More likely	63%	66%	50%
Less likely	5%	4%	8%
It doesn't make a difference	17%	15%	23%
Not sure	15%	14%	19%

	Base	Party	
		Democrat	Independent
Informed Willingham / Smith			
Shelly Willingham	14%	14%	14%
Patricia Smith	52%	53%	48%
Not sure	34%	33%	38%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Trump Approval					
Approve	5%	-	11%	1%	12%
Disapprove	93%	100%	88%	96%	87%
Not sure	2%	-	1%	3%	1%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham Favorability					
Favorable	24%	-	9%	33%	7%
Unfavorable	17%	21%	29%	11%	17%
Not sure	60%	79%	63%	56%	77%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Smith Favorability					
Favorable	15%	-	13%	15%	25%
Unfavorable	11%	21%	10%	11%	2%
Not sure	74%	79%	77%	73%	73%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham / Smith					
Shelly Willingham	26%	-	8%	38%	5%
Patricia Smith	19%	21%	27%	14%	42%
Not sure	54%	79%	65%	49%	53%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham Voted With Republicans Over 83% of the Time Level of Concern					
Serious concerns	51%	66%	64%	45%	39%
Minor concerns	17%	-	16%	15%	32%
No real concerns	14%	21%	10%	16%	13%
Not sure	18%	13%	10%	23%	16%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...					
Serious concerns	67%	66%	70%	64%	80%
Minor concerns	12%	21%	11%	13%	5%
No real concerns	8%	-	8%	8%	-
Not sure	13%	13%	11%	14%	16%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern					
Serious concerns	58%	21%	69%	52%	73%
Minor concerns	11%	66%	4%	14%	5%
No real concerns	16%	-	16%	18%	-
Not sure	15%	13%	11%	16%	22%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern					
Serious concerns	65%	66%	71%	61%	73%
Minor concerns	10%	21%	11%	10%	-
No real concerns	8%	-	4%	10%	5%
Not sure	17%	13%	13%	19%	22%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Smith Background More / Less Likely to Vote for Her					
More likely	63%	66%	68%	61%	61%
Less likely	5%	-	7%	4%	-
It doesn't make a difference	17%	34%	20%	15%	21%
Not sure	15%	-	5%	20%	18%

	Base	Race			
		Hispanic or Latino	White	African- American	Other
Informed Willingham / Smith					
Shelly Willingham	14%	21%	11%	16%	5%
Patricia Smith	52%	66%	61%	47%	59%
Not sure	34%	13%	28%	37%	36%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trump Approval				
Approve	5%	-	8%	7%
Disapprove	93%	97%	90%	92%
Not sure	2%	3%	2%	1%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham Favorability				
Favorable	24%	8%	30%	32%
Unfavorable	17%	17%	14%	19%
Not sure	60%	76%	56%	48%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Smith Favorability				
Favorable	15%	13%	10%	20%
Unfavorable	11%	7%	13%	12%
Not sure	74%	80%	76%	68%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham / Smith				
Shelly Willingham	26%	12%	33%	33%
Patricia Smith	19%	19%	20%	19%
Not sure	54%	70%	47%	47%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham Voted With Republicans Over 83% of the Time Level of Concern				
Serious concerns	51%	59%	47%	47%
Minor concerns	17%	22%	13%	15%
No real concerns	14%	7%	19%	16%
Not sure	18%	12%	21%	22%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...				
Serious concerns	67%	79%	64%	59%
Minor concerns	12%	12%	8%	15%
No real concerns	8%	-	11%	12%
Not sure	13%	8%	17%	14%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern				
Serious concerns	58%	63%	52%	58%
Minor concerns	11%	15%	14%	5%
No real concerns	16%	14%	15%	18%
Not sure	15%	8%	18%	18%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern				
Serious concerns	65%	71%	62%	62%
Minor concerns	10%	17%	10%	4%
No real concerns	8%	-	10%	13%
Not sure	17%	12%	19%	21%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Smith Background More / Less Likely to Vote for Her				
More likely	63%	79%	58%	54%
Less likely	5%	2%	5%	7%
It doesn't make a difference	17%	12%	17%	22%
Not sure	15%	7%	21%	17%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Informed Willingham / Smith				
Shelly Willingham	14%	2%	14%	25%
Patricia Smith	52%	68%	47%	43%
Not sure	34%	30%	39%	32%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Trump Approval						
Approve	5%	5%	6%	9%	4%	2%
Disapprove	93%	95%	90%	91%	95%	90%
Not sure	2%	-	5%	-	0%	8%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham Favorability						
Favorable	24%	19%	28%	30%	28%	13%
Unfavorable	17%	15%	20%	18%	19%	11%
Not sure	60%	66%	52%	53%	53%	76%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Smith Favorability						
Favorable	15%	13%	14%	22%	20%	6%
Unfavorable	11%	5%	12%	11%	13%	17%
Not sure	74%	82%	73%	67%	68%	77%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham / Smith						
Shelly Willingham	26%	22%	26%	32%	24%	39%
Patricia Smith	19%	18%	30%	15%	18%	8%
Not sure	54%	60%	44%	52%	58%	54%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham Voted With Republicans Over 83% of the Time Level of Concern						
Serious concerns	51%	42%	49%	67%	56%	52%
Minor concerns	17%	28%	14%	9%	10%	12%
No real concerns	14%	11%	14%	19%	15%	19%
Not sure	18%	20%	23%	5%	19%	17%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...						
Serious concerns	67%	75%	71%	69%	57%	58%
Minor concerns	12%	10%	8%	3%	21%	15%
No real concerns	8%	4%	8%	19%	6%	9%
Not sure	13%	11%	13%	9%	16%	18%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern						
Serious concerns	58%	63%	67%	46%	51%	52%
Minor concerns	11%	12%	8%	21%	9%	9%
No real concerns	16%	10%	12%	22%	23%	21%
Not sure	15%	15%	13%	12%	16%	19%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern						
Serious concerns	65%	65%	76%	68%	55%	62%
Minor concerns	10%	7%	8%	6%	16%	13%
No real concerns	8%	8%	5%	15%	7%	6%
Not sure	17%	20%	11%	11%	22%	19%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Smith Background More / Less Likely to Vote for Her						
More likely	63%	64%	72%	63%	55%	61%
Less likely	5%	2%	2%	7%	9%	5%
It doesn't make a difference	17%	15%	11%	26%	18%	24%
Not sure	15%	19%	15%	4%	18%	10%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Informed Willingham / Smith						
Shelly Willingham	14%	9%	9%	23%	21%	14%
Patricia Smith	52%	51%	65%	55%	46%	42%
Not sure	34%	40%	26%	22%	33%	44%

	Base	Mode	
		Landline	Text
Trump Approval			
Approve	5%	10%	4%
Disapprove	93%	90%	93%
Not sure	2%	1%	2%

	Base	Mode	
		Landline	Text
Willingham Favorability			
Favorable	24%	34%	22%
Unfavorable	17%	18%	17%
Not sure	60%	48%	61%

	Base	Mode	
		Landline	Text
Smith Favorability			
Favorable	15%	13%	15%
Unfavorable	11%	11%	11%
Not sure	74%	77%	74%

	Base	Mode	
		Landline	Text
Willingham / Smith			
Shelly Willingham	26%	50%	23%
Patricia Smith	19%	16%	20%
Not sure	54%	33%	57%

	Base	Mode	
		Landline	Text
Willingham Voted With Republicans Over 83% of the Time Level of Concern			
Serious concerns	51%	52%	50%
Minor concerns	17%	13%	17%
No real concerns	14%	20%	13%
Not sure	18%	15%	19%

	Base	Mode	
		Landline	Text
Willingham Voted With Republicans to Raise Price of Energy Bills, Hurt the Environment and Make Communities Less Safe Lev...			
Serious concerns	67%	57%	69%
Minor concerns	12%	12%	12%
No real concerns	8%	20%	6%
Not sure	13%	11%	14%

	Base	Mode	
		Landline	Text
Willingham Only Democrat to Vote For Bill Allowing Concealed Carry in Schools and Churches Level of Concern			
Serious concerns	58%	52%	59%
Minor concerns	11%	18%	10%
No real concerns	16%	17%	16%
Not sure	15%	13%	15%

	Base	Mode	
		Landline	Text
Willingham Used Campaign Funds as a Piggybank for His Lifestyle Level of Concern			
Serious concerns	65%	54%	66%
Minor concerns	10%	5%	11%
No real concerns	8%	26%	5%
Not sure	17%	15%	18%

	Base	Mode	
		Landline	Text
Smith Background More / Less Likely to Vote for Her			
More likely	63%	47%	66%
Less likely	5%	10%	4%
It doesn't make a difference	17%	26%	16%
Not sure	15%	17%	15%

	Base	Mode	
		Landline	Text
Informed Willingham / Smith			
Shelly Willingham	14%	39%	10%
Patricia Smith	52%	30%	56%
Not sure	34%	31%	34%