



July 6-11, 2021

1,113 Statewide Respondents (800 Weighted)

43 Landline Respondents, 236 Wireless Respondents
 345 Panel Respondents, 177 Email-to-Web Respondents
 400 Split A Respondents, 400 Split B Respondents
 Credibility Interval: ± 3.5 percentage points

587 Rural Oversample Respondents (350 Weighted)

29 Landline Respondents, 111 Wireless Respondents
 112 Panel Respondents, 98 Email-to-Web Respondents
 175 Split A Respondents, 175 Split B Respondents
 Credibility Interval: ± 5.2 percentage points

226 African American Oversample Respondents (200 Weighted)

22 Landline Respondents, 80 Wireless Respondents
 53 Panel Respondents, 45 Email-to-Web Respondents
 100 Split A Respondents, 100 Split B Respondents
 Credibility Interval: ± 6.9 percentage points

The State Innovation Exchange - North Carolina Statewide Survey Frequencies

Q.2 First of all, are you registered to vote in North Carolina?

	Base	Rural	Black
Yes	100	100	100
No (TERMINATE)	-	-	-

Q.3 Sex of respondent

	Base	Rural	Black
Male	46	46	43
Female	53	53	57
Prefer to self-describe	1	1	-

Q.4 Did you vote in the 2020 election for president or were you unable to vote?

(IF VOTED) And did you vote for Democrat Joe Biden or Republican Donald Trump?

(IF REFUSED) Please be assured that this is an anonymous study and your answers will only be analyzed in the aggregate. Will you please consider telling me if you voted for Joe Biden or Donald Trump?

	Base	Rural	Black
Joe Biden	48	38	84
Donald Trump	49	47	2
(Someone else)	2	4	3
Didn't vote	2	6	4
(Don't know/refused)	0	5	7
Joe Biden - Donald Trump	-1	-9	82

Q.5 Next I am now going to read you a few situations some North Carolinians have found themselves in due to the pandemic. Please tell me whether you or someone in your household has experienced each of the following over the past year.

	Yes	No	(Dk/Ref)	Yes - No
A. Tested positive for COVID-19				
Base	15	84	1	-69
Rural	14	84	2	-70
Black	21	78	2	-57
B. Went without or had to ration food				
Base	9	89	1	-80
Rural	10	88	2	-79
Black	15	84	2	-69
C. Received food assistance from food pantries or through SNAP				
Base	17	83	0	-66
Rural	19	80	1	-62
Black	33	67	-	-33
D. Lost access to affordable health insurance				
Base	8	91	1	-83
Rural	7	91	2	-84
Black	12	87	0	-75
E. Used Medicaid to help access affordable health care				
Base	14	85	1	-71
Rural	17	83	1	-66
Black	24	76	-	-51

	Yes	No	(Dk/Ref)	Yes - No
F. Fell behind on rent or mortgage				
Base	12	87	1	-75
Rural	12	86	1	-74
Black	22	77	2	-55
G. Received housing and rental assistance				
Base	4	95	0	-91
Rural	5	94	0	-89
Black	5	95	-	-90
H. Lost a job or had reduced hours because of COVID				
Base	28	71	1	-42
Rural	28	72	1	-44
Black	36	64	-	-29

Q.6 Which of these statements comes closer to your own view, even if neither of them is exactly right?

(INVEST) *State government in North Carolina should invest more in the state and its residents, ensuring they are safe, healthy, and economically secure, even if it means the wealthy and large corporations have to contribute more in taxes.*

(TAXES) *State government in North Carolina should keep taxes low on the wealthy and large corporations, even if it means less funding for education, infrastructure, and healthcare coverage.*

	Base	Rural	Black
Invest	54	56	67
Taxes	20	19	13
(Both)	10	9	10
(Neither)	10	11	8
(Don't know/refused)	5	4	2
Invest - Taxes	33	37	55

Q.7 Do you support or oppose a state budget that expands Medicaid coverage to more North Carolinians who need it?

	Base	Rural	Black
Strongly support	38	41	60
Somewhat support	26	24	17
Somewhat oppose	12	10	8
Strongly oppose	14	13	4
(Neither/unsure/undecided)	8	7	4
(Don't know/refused)	3	5	7
Total Support	64	65	78
Total Oppose	26	23	11
Total Support - Total Oppose	38	42	66

Q.8 (SPLIT A) Do you support or oppose a proposal to completely eliminate corporate state income taxes on any corporation that does business in North Carolina?

	Base	Rural	Black
Support strongly	8	7	9
Support somewhat	9	10	7
Oppose somewhat	24	23	12
Oppose strongly	42	39	49
(Neither/unsure/undecided)	14	19	15
(Don't know/refused)	3	2	7
Total Support	17	17	17
Total Oppose	66	63	62
Total Support - Total Oppose	-49	-46	-45

Q.9 (SPLIT B) Do you support or oppose a proposal to completely eliminate corporate state income taxes on any corporation that does business in North Carolina, costing the state five billion dollars a year in revenue once fully implemented?

	Base	Rural	Black
Support strongly	8	12	7
Support somewhat	9	9	5
Oppose somewhat	21	20	21
Oppose strongly	47	45	49
(Neither/unsure/undecided)	12	10	15
(Don't know/refused)	3	4	3
Total Support	17	21	13
Total Oppose	68	65	70
Total Support - Total Oppose	-51	-44	-58

Q.10 As you may know, in response to the COVID-19 pandemic the United States Congress passed, and President Biden signed into law, the American Rescue Plan. The state of North Carolina has received \$5.4 billion in federal funding as part of the American Rescue Plan. In your own words, how do you think the state of North Carolina should use federal funding?

	Base	Rural	Black
Education/school funding/teacher pay	24	22	27
Give it to people in need/those impacted by Covid-19	19	20	33
Infrastructure/roads/bridges	15	13	6
Health care/expand Medicaid	13	13	9
Small businesses	13	14	18
Affordable housing/rent relief/homelessness	11	8	15
Good paying jobs/more jobs	9	10	9
Distribute equally to North Carolina residents	7	8	14
More unemployment benefits and stimulus checks	6	6	12
Welfare/food	4	4	5
Give it back to the federal government	4	5	2
Spend it wisely/balance the budget/debt/rainy day fund	4	3	1
Child support/day care	3	2	3
Give it to first responders/those who worked through pandemic	3	2	4
Lower taxes	3	3	0
Pandemic assistance/vaccines	3	2	2
Help seniors	2	3	2
Policing	2	2	-
Other	10	7	4
None	1	2	1
Don't know/refused	7	6	5

Q.11 Generally speaking, would you prefer the state of North Carolina direct American Rescue Plan funds to...

(WORKERS) *North Carolina families and workers.*

OR

(BUSINESSES) *North Carolina businesses.*

	Base	Rural	Black
Workers	46	48	62
Businesses	11	10	6
(Both)	34	33	30
(Neither)	6	7	1
(Don't know/refused)	2	2	1
Workers - Businesses	35	38	56

Q.12 Which of these statements comes closer to your own opinion, even if neither is exactly right?

(NEW INVESTMENTS) *American Rescue Plan funds should be used to make new investments in North Carolina families and businesses.*

OR

(EXISTING OBLIGATIONS AND CORPORATE TAXES) *American Rescue Plan funds should be used to pay for existing obligations in the state budget and an elimination of taxes for corporation that do business in North Carolina.*

	Base	Rural	Black
New investments	58	59	76
Existing obligations and corporate taxes	12	13	5
(Both)	14	12	12
(Neither)	9	9	3
(Don't know/refused)	7	7	4
New investments - Existing obligations and corporate taxes	45	45	71

The State Innovation Exchange - North Carolina Statewide Survey: Frequencies, July 6-11, 2021

Q.13 As you may know, in addition to the \$5.4 billion in federal funding through the American Rescue Plan, North Carolina state government also has an unreserved cash balance of over \$7 billion. I am going to ask you about several ways the state of North Carolina can use this available funding in the state budget, and I want you to tell me whether you support or oppose each one.

	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	(Unsure/ undecided/ no opinion)	(Refuse)	Total Sup	Total Opp	Supp - Opp
A. Invest in broadband access and affordability.									
Base	40	32	11	10	7	1	72	21	51
Rural	36	35	12	9	7	1	71	21	50
Black	54	26	6	5	7	2	80	11	69
B. Invest in water and wastewater infrastructure.									
Base	45	37	6	4	8	1	82	10	72
Rural	45	37	5	5	8	1	82	10	73
Black	57	26	5	4	8	-	84	9	75
C. Invest in workforce training, education, and support.									
Base	52	36	5	4	3	0	88	9	79
Rural	54	31	6	6	4	0	85	11	74
Black	71	18	2	2	5	2	89	4	85
D. Invest in affordable housing.									
Base	41	29	10	13	5	1	71	24	47
Rural	41	30	10	14	5	1	70	24	46
Black	65	23	3	3	5	2	88	6	82
E. (SPLIT A) Invest in grants for Black- and female-owned small businesses.									
Base	29	26	11	21	11	2	55	32	23
Rural	26	25	10	22	16	2	51	31	20
Black	78	16	-	1	2	4	94	1	93
F. (SPLIT B) Invest in grants for small businesses in communities hard hit by the pandemic.									
Base	52	34	7	4	4	-	86	11	75
Rural	54	30	6	5	5	0	85	11	74
Black	62	18	12	3	5	-	80	16	64
G. Invest in teacher pay and building an educator pipeline for North Carolina public schools.									
Base	55	26	7	10	3	1	80	17	63
Rural	54	23	7	10	5	0	77	17	60
Black	75	16	3	2	2	2	91	5	87

The State Innovation Exchange - North Carolina Statewide Survey: Frequencies, July 6-11, 2021

	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	(Unsure/ undecided/ no opinion)	(Refuse)	Total Sup	Total Opp	Supp - Opp
H. Invest in public school infrastructure to fix up old schools and build new ones.									
Base	55	28	6	8	4	0	82	13	69
Rural	55	27	5	8	5	0	82	13	69
Black	75	13	1	3	5	2	89	4	85
I. Invest in high-quality, affordable child care.									
Base	42	28	13	12	5	1	70	25	45
Rural	44	26	12	12	6	1	70	24	46
Black	66	20	2	5	5	2	87	7	80
J. Invest in grants to low- and middle-income families with children to help alleviate widespread financial hardship across the state.									
Base	42	30	12	10	5	1	72	22	50
Rural	42	31	12	10	5	1	73	22	51
Black	71	15	8	3	2	2	86	10	76
K. Eliminate corporate income taxes for companies that do business in North Carolina.									
Base	11	16	24	40	8	1	27	64	-37
Rural	11	17	24	39	8	1	28	63	-36
Black	12	15	17	45	9	3	27	62	-35

Q.14 And of all of the proposals you just heard about for using available funding in North Carolina's state budget, which do you think should be highest priority?

	Base	Rural	Black
Education/funding schools/school buildings	31	32	29
Affordable housing	10	7	18
Raise for teachers	10	13	7
Small businesses	10	11	12
Assistance for families	9	9	8
Help people in need/low income/poor communities	9	10	11
Jobs/workforce/job training	7	8	8
Child care/daycare	6	5	8
Infrastructure/roads/bridges	6	7	4
Health care/expand Medicaid	4	4	7
Water/wastewater infrastructure	4	3	1
Broadband access/internet access	3	3	2
Lower taxes	2	2	-
Spend it wisely/balance the budget/reduce debt	2	2	1
Economy	1	0	1
Other	8	9	10
None	2	2	-
Don't know/refused	5	6	6

Q.15 And thinking about the different investment proposals you just heard about, generally speaking do you think the North Carolina state legislature should plan to pay for these types of investments in future state budgets OR rely only upon this one-time infusion of federal funding this year to pay for these types of investments?

	Base	Rural	Black
Plan to pay for these types of investments in future state budgets	47	47	64
Rely only upon this one-time infusion of federal funding this year to pay for these types of investments	17	18	7
(Both)	22	21	16
(Neither)	5	6	4
(Don't know/refused)	10	9	9
Future state budgets - One-time infusion	30	29	56

Q.16 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

	Base	Rural	Black
Strong Democrat	26	21	67
Weak Democrat	11	10	17
Independent-lean Democrat	7	6	4
Independent	12	15	8
Independent-lean Republican	9	8	1
Weak Republican	10	10	-
Strong Republican	24	26	1
(Don't know/refused)	2	3	3
Democrat	37	31	84
Independent with Leaners	28	30	12
Republican	34	36	1
Democrat - Republican	3	-5	83
Democrat and Ind. Lean Democrat	44	37	88
Pure Independent	12	15	8
Republican and Ind. Lean Republican	43	44	2
Democrat and Ind. Lean Democrat - Republican and Ind. Lean Republican	1	-7	86

Q.19 Thinking in political terms, would you say that you are liberal, moderate, or conservative?

	Base	Rural	Black
Liberal	21	16	25
Moderate	35	35	46
Conservative	37	38	15
(Don't know/refused)	7	11	15

Q.20 In what year were you born?

	Base	Rural	Black
18-29	19	16	17
30-39	15	13	20
40-49	15	14	17
50-64	25	27	26
65+	24	28	20
(Don't know/refused)	2	2	1

Q.21 What is the last year of schooling that you have completed?

	Base	Rural	Black
1 - 11th grade	1	1	1
High school graduate	17	18	29
Non-college post H.S.	3	3	2
Some college	30	40	27
College graduate	28	22	22
Post-graduate school	20	14	17
(Don't know/refused)	1	2	2
H.S. or less	18	20	30
Post H.S.	33	43	29
College Graduate	48	35	39
Not College	51	63	59

Q.22 What is your race?

	Base	Rural	Black
White	68	71	-
Black	16	13	100
Hispanic	4	3	-
Asian/Pacific Islander	3	2	-
(Other)	4	5	-
(Don't know/refused)	4	7	-

Q.23 Are you a current or retired member of a labor union?

	Base	Rural	Black
Yes; respondent belongs	7	8	8
Yes; household member	2	2	2
No member belongs	88	87	89
(Don't know/refused)	3	3	1
Total Union Membership	9	10	10

Survey Methodology

TargetSmart designed and administered this multi-modal survey. The survey reached 1,113 adults (800 weighted), age 18 or older, who indicated they were registered to vote in North Carolina. The survey was conducted from July 6 to 11, 2021 via live phones with trained operators, online via a link from an email, or through Dynata's web panel and matched back to the voter file.

The sample was randomly selected from TargetSmart's enhanced voter file. Quotas were assigned to reflect the demographic distribution of registered North Carolina voters. The data were weighted by gender, age, race from file, party registration, TargetSmart Midterm General Turnout Score, TargetSmart High School Only Score, region by congressional district, and asked 2020 presidential vote to ensure an accurate reflection of the population.

The overall credibility interval (the theoretical margin of error for a blended-methodology poll that relies partially on telephone-based probability sampling, and partially on non-probability based online panel sampling) associated with this data is +/- 3.5% for the base survey. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

1,113 Statewide Respondents (800 weighted)

88 Landline respondents (43 weighted), 237 Wireless respondents (236 weighted)
500 Panel respondents (345 weighted), 288 Email-to-web respondents (177 weighted)
Credibility interval: ± 3.5 percentage points

587 Rural Respondents (350 weighted)

66 Landline respondents (29 weighted), 132 Wireless respondents (111 weighted)
198 Panel respondents (112 weighted), 191 Email-to-web respondents (98 weighted)
Credibility interval: ± 5.2 percentage points

226 African American Oversample Respondents (200 weighted)

30 Landline respondents (22 weighted), 72 Wireless respondents (80 weighted)
64 Panel respondents (53 weighted), 60 Email-to-web respondents (45 weighted)
Credibility interval: ± 6.9 percentage points