

# DRAFT: NOT FOR DISTRIBUTION

## North Carolina 2013 Legislative Strategy: DRAFT

### Lay of the Land:

During the lay of the land conversation, we should reach consensus on the question, "Which Pat McCrory will come to Raleigh?" and identify opportunities in the environment of which our strategy should seek to take advantage.

### Potential Assumptions:

- There will be few outright policy wins for progressives in this political environment.
- In most cases, the win can only be defined as mitigating the worst legislation.
- The most effective way to mitigate the worst legislation is to weaken our opponents' ability to govern by crippling their leaders (McCrory, Tillis, Berger, etc.).
- We must also present contrasting policy alternatives that resonate with North Carolinians.
- That work can only be done together, as part of a collective statewide strategy.

### Potential Opportunities:

- Tension between the Governor and the legislature
- Tension between the House and the Senate (with the Senate having the advantage)
- Tension in Republican ranks—between moderate, business-minded Republicans and more ideological Republicans
- Tension between their base and their statewide political reality (e.g., changing demographics)
- Absolute power corrupts absolutely: overreach, ethical issues, arrogance, conflicts of interests
- McCrory is extremely thin-skinned.
- They have more money, but we have more people.
- Being out in the cold should create a willingness among progressives to work collaboratively.

### Goal Setting: Ten and Two Years

We need to articulate a ten year vision, but we can't plan out how to achieve a ten year vision in two days. Instead, our focus here should be to plan out the next two years and gut check along the way to make sure that planning for the short term helps us get to our long term vision.

### Potential Ten Year Vision

- Progressives have built a vibrant ground-up multi-racial organizing infrastructure.
- Progressives have a leadership development pipeline in place.
- Progressives own the issue environment.
- Progressives are prepared to influence the redistricting process in 2020.
- Underrepresented voters vote at same rate as they are present in the population

### Potential Two Year Vision: Eviscerate, Mitigate, Litigate, Cogitate and Agitate ("Lose Forward")

- Eviscerate the leadership and weaken their ability to govern.
- Mitigate legislative attacks on progressive values and set up legal challenges.

# DRAFT: NOT FOR DISTRIBUTION

- Provide an alternative policy vision—what a progressive NC would look like.
- Build a base that eventually leads to a multi-racial ground up organizing structure.

## Buckets of Work

These buckets of work need to be working well in order for us to meet our goals and take advantage of the opportunities we laid out in the lay of the land discussion. We should identify what these buckets are, where our existing organizations fit into them, and where we have gaps.

## Potential Buckets of Work:

- **Connection to progressive elected officials:** our elected allies need an incomparable knowledge of procedure and insight from other minority caucuses to develop floor and committee strategy
- **Research and tracking:** full scale effort to educate citizens and hold legislators accountable that feeds content to our earned media and field people
- **Relentless earned media efforts:** operatives with relationships to statewide media and developed strategies for getting the message out in non-traditional ways
- **Organizers who galvanize citizens:** statewide presence that helps people see what's wrong and why; then empowers them through leadership development and civic engagement
- **Policy development (think tanks):** people who can articulate our vision but are careful to do so in a way that resonates with majority of North Carolinians
- **Coordination and project management:** people who can keep the trains running—meetings, coordination and communication between partners, follow up and accountability

## Building Agreement on Shared Tactics

What types of tactics can we use to achieve our objectives in each of the buckets of work and how do they work together? Here are some ideas from which to work:

### Progressive Elected Officials:

- Introduce bills that articulate our vision—complemented by a coordinated press strategy that includes press releases and mock committee hearings
- Organize a brain trust that can identify opportunity for procedural tricks, strategic amendments, direct action, etc.—consultants, electeds, former chiefs of staff (Rand, Basnight)
- Use wisdom from other states—invite the FL minority leader up to brief us, etc.
- Establish a weekly meeting with progressive caucus and progressive organizations: strategy and messaging

### Research and Tracking

- Polling that identifies the weaknesses of our opponents and highlights where our progressive vision dovetails with public opinion
- Staff of video trackers follow the targets' every move (McCrory/Tillis) and also capture as much video of committee hearings as possible looking for opportunities to feed our overarching narrative (McCrory and the Legislature are out of control, for example)
- Pay to Play research: where can we see that policy is being unduly influenced by campaign funders?

# DRAFT: NOT FOR DISTRIBUTION

- Private investigators and investigative reporting: especially in the executive branch, focused on conflicts of interest

## Relentless Earned Media Efforts:

- Pressure McCrory at every public event: PNC style visibility, audience questions at any town hall
- Track every campaign promise he made 4 years ago and in 2012 and slam him when he contradicts his promises
- Some kind of tracking site like "XXX Days into the McCrory administration and still no jobs" or some ongoing ticker
- Sustained LTE and op-ed program
- Online accountability focused on leadership (think Pink Slip Rick)
- Increased blogging capacity

## Organizing (at the Leg and outside the Leg):

- Consistent constituent contacts targeted at leadership
- Statewide field organizing operation (Triangle, Triad, Charlotte) with c/3 and c4 capability to push education and accountability message
- Expand local organizing capacity: ID and stipend local organizers, with a focus on leadership development and moving people into a leadership pipeline
- Direct action at the legislature and other appropriate targets (Days of Action, etc.)
- Fill mock committee rooms with people and crowd build at earned media events
- Town halls in strategic places around the state that echo an overarching theme (like Out of Control)
- Organizers focus on year round voter registration, field campaigns to help people meet the voter ID requirements, and ensuring adequate early voting sites

## Policy Development:

- Develop a core group to identify policy objectives that articulate our vision: if we controlled the legislature, what would we introduce? And of that, which are in line with where NC actually is, or close to it? This group feeds this to electeds and the earned media folks

## Coordination and Project Management:

- Write the work plan from our legislative retreat
- Establish and run productive meetings to move the agenda forward
- Ensure that commitments are being met
- Ensure that the other five buckets are communicating and sharing information
- Help drive the fundraising

Original message -----

From: Stephanie Bass <[stephanie@blueprintnc.org](mailto:stephanie@blueprintnc.org)>

Date:

To: [bppartners@blueprintnc.org](mailto:bppartners@blueprintnc.org)

Cc: [bpstaff@blueprintnc.org](mailto:bpstaff@blueprintnc.org), Russ Swindell <[raswindell@gmail.com](mailto:raswindell@gmail.com)>, Paul Meade <[paul@statevoices.org](mailto:paul@statevoices.org)>

Subject: Materials from NC poll-- talking points memo, slide deck, webinar audio recording and data

Hi, folks--

Here are the talking points memo, the slide deck from Tuesday's briefing, and the data file from the Project New America poll. It is CONFIDENTIAL to Blueprint, so please be careful-- share with your boards and appropriate staff, but not the whole world.

In a few minutes I am going to send you a "YouSendIt" link that has the audio recording of the webinar. So if you will download the slide deck first, you should be able to follow along and look at the slide presentation when you listen to the audio

2/15/2013

file. The YouSendIt link has an EXPIRATION DATE so if you don't open, download and save the information before it expires, you won't be able to get it later.

Good news for those who missed the webinar or want to listen in a second time-- there will be a second version of the webinar given for Project New America subscribers, on Feb. 25, and I will send you all the call-in info and links as soon as I get them.

--

Stephanie Bass  
Communications Director  
Blueprint NC  
Cell (919) 880-9831

Blueprint NC is a public charity that only engages in activities that are permissible under Internal Revenue Code section 501(c)(3). Blueprint NC and the members of the coalition are strictly prohibited from participating or intervening in any political campaign on behalf of or in opposition to any candidate for public office. All Blueprint activities will be strictly non-partisan. In addition, Blueprint activities will not be coordinated with any candidate, political party or other partisan entity.

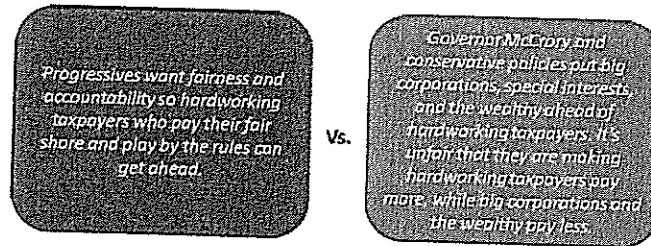
--

## Memorandum

Date: February 12, 2013  
 To: Interested Parties  
 From: Andrew Myers

### Key Messaging Points

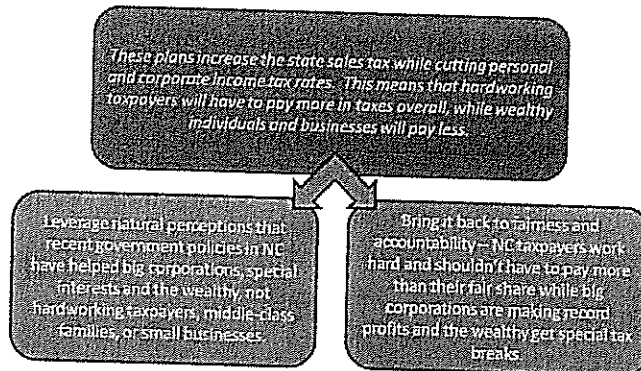
According to the results of our recent survey<sup>1</sup>, building upon the research we conducted back in July 2012, the key concepts of hard work, fairness, accountability, and personal responsibility continue to be fundamental points of emphasis, and there is a clear sense that hardworking taxpayers are getting the short end of the stick at the expense of big corporations and the wealthiest. Indeed, the overall message framework is summarized in the graphic below, and the message should always be focused around fairness and accountability.



This broad contrast should be applied to every single debate possible throughout the legislative session, including the specific issues of tax reform and online charter schools as well as against McCrory himself.

When it comes to the proposed tax reforms, certainly the final version of what is proposed has yet to be determined. Nonetheless, these plans should be framed around the notion of hardworking taxpayers paying more while businesses and wealthy individuals will pay less. In essence, these tax proposals will result in taxpayers paying more

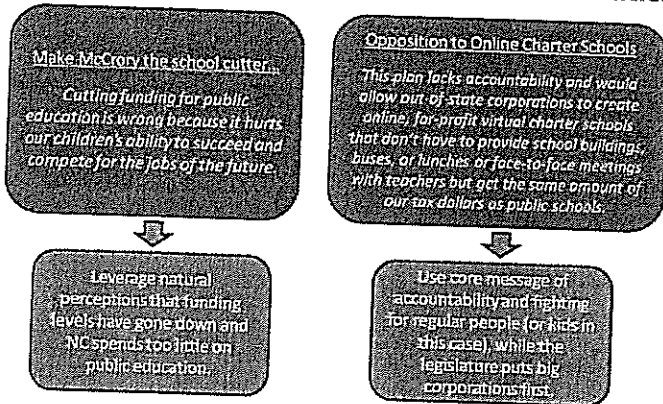
### Framing Opposition to the Proposed Tax Plans



<sup>1</sup> These findings are based on a survey of 500 likely November 2014 general election voters in North Carolina. Calling took place from January 29-February 2, 2013, and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff, with 30 percent of telephone respondents reached on a cell phone. This telephone base sample was augmented by an online oversample of 150 voters under the age of 30, and this oversample was weighted into the base. The data were stratified to reflect the projected geographical contribution to the total expected vote. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 4.4 percent. The margin of error for subgroups is greater and varies.

than their fair share while big corporations and the wealthiest are getting special breaks.

Framing Opposition to Conservative Education Policies



Seven-in-ten voters (71 percent) believe that funding for North Carolina public schools has gone down in the past few years and two thirds (63 percent) believe the state spends too little on K through 12 education today. And, certainly, these perceptions should be readily applied to McCrory and his allies in the legislature. Moreover, the proposed plans for online charter schools will mean that online, for-profit charter school entities will get

more tax dollars at the expense of kids, without having accountability - they do not have to provide buildings, lunches, or even face-to-face meetings between teachers and parents, yet they will be treated the same as local public schools.

Despite his winning the election, the jury is still out on McCrory, and now is the time for progressives to define him. In looking specifically at persuasion audiences, McCrory's giving pay raises to Cabinet officials (high-level government bureaucrats) while trying to cut benefits for those who are doing their best to try to work hard emerges as the most salient line of attack against him and fits well into this broader narrative.

*McCrory tries to talk about government spending less money, but he gave high-level state government bureaucrats pay raises ranging from five to eleven percent their first day on the job, but at the same time, he wants to cut unemployment benefits for laid-off workers who are actively looking for work.*



# North Carolina Statewide Issues Survey

Myers Research / Strategic Services, LLC designed and administered this multi-modal survey conducted by professional interviewers. The telephone survey reached 500 adults, 18 years or older, who indicated that they voted in the 2010 general election or were too young or ineligible to vote in 2010 and are almost certain or probably will vote in the 2014 general election. This telephone base sample was augmented by an online oversample of 150 voters under the age of 30, and this oversample was weighted into the base. 30 percent of telephone respondents were reached on a cellphone.

The survey was conducted January 29-February 2, 2013.

The margin of error associated with these data is a 95 percent confidence level is +/- 4.4 percent. The margin of error for subgroups is higher and varies.





# Progressive Narrative

*Progressives want fairness and accountability so hardworking taxpayers who pay their fair share and play by the rules can get ahead.*

**Vs.**

*Governor McCrory and conservatives' policies put big corporations, special interests, and the wealthy ahead of hardworking taxpayers. It's unfair that they are making hardworking taxpayers pay more, while big corporations and the wealthy pay less.*

- Key Concepts**
- ✓ *Hard work*
  - ✓ *Accountability*
  - ✓ *Personal responsibility*

*Apply broad contrast and key concepts to core issues*

- *Proposed tax reform*
- *Online charter schools*
- *Medicaid expansion*

# Framing Opposition to Conservative Tax Plan

*These plans increase the state sales tax while cutting personal and corporate income tax rates. This means that hardworking taxpayers will have to pay more in taxes overall, while wealthy individuals and businesses will pay less.*

Leverage natural perceptions that recent government policies in NC have helped big corporations, special interests and the wealthy, not hardworking taxpayers, middle-class families, or small businesses.

Bring it back to fairness and accountability -- NC taxpayers work hard and shouldn't have to pay more than their fair share while big corporations are making record profits and the wealthy get special tax breaks.



# Framing Opposition to Conservative Education Policies

## Make McCrory the school cutter...

*Cutting funding for public education is wrong because it hurts our children's ability to succeed and compete for the jobs of the future.*



Leverage natural perceptions that funding levels have gone down and NC spends too little on public education.

## Opposition to Online Charter Schools

*This plan lacks accountability and would allow out-of-state corporations to create online, for-profit virtual charter schools that don't have to provide school buildings, buses, or lunches or face-to-face meetings with teachers but get the same amount of our tax dollars as public schools.*

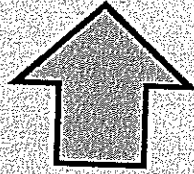


Use core message of accountability and fighting for regular people (or kids in this case), while the legislature puts big corporations first.



# Framing Support for Medicaid Expansion

*North Carolina should use its authority to expand Medicaid to hardworking families and set up online insurance markets for consumers, because it won't cost the state anything, helps families with the cost of health care, and creates accountability by eliminating waste, fraud, and abuse in the system.*

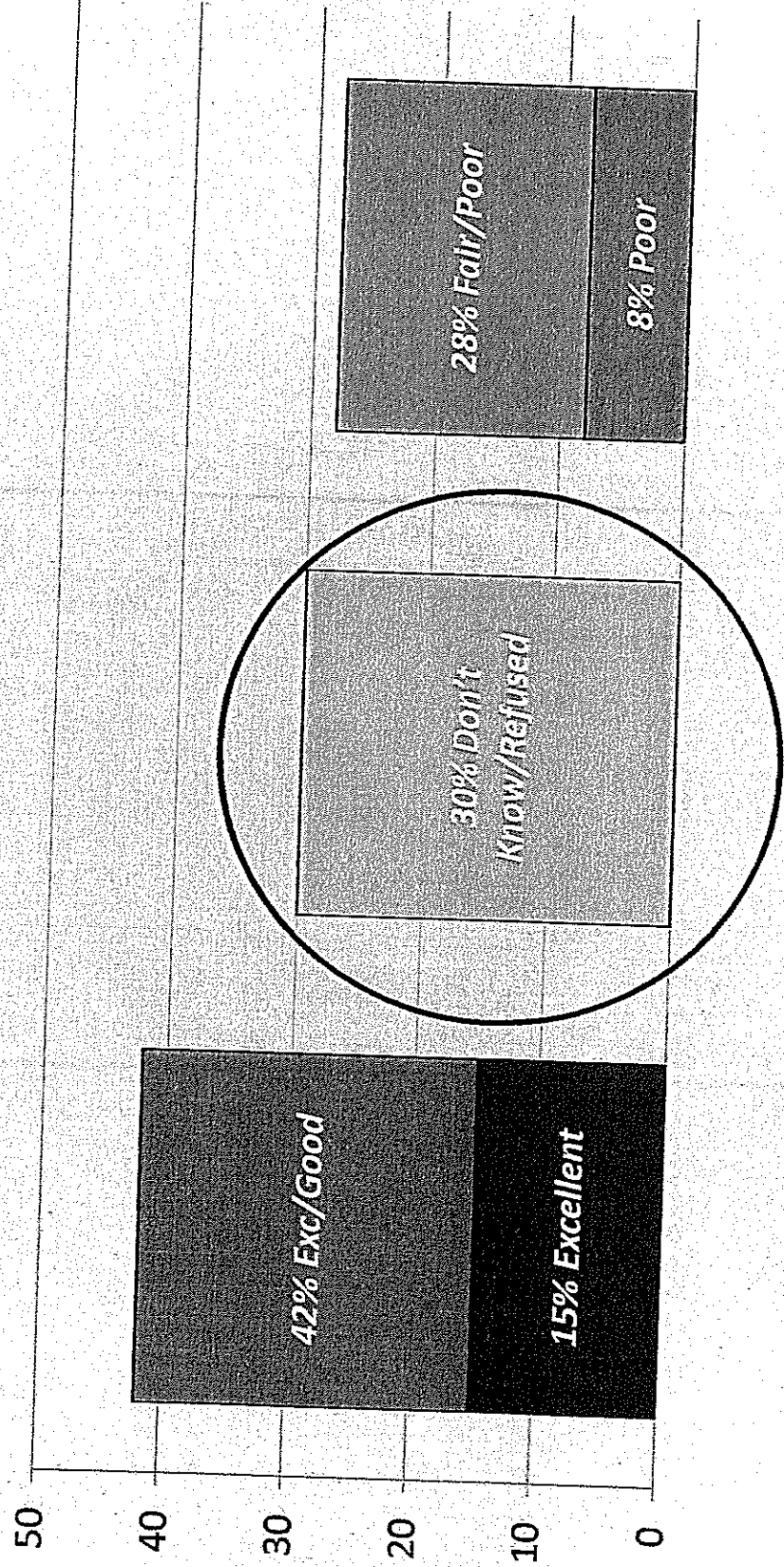


## Focus on...

- ✓ *Accountability*
- ✓ *Expanding to hardworking families*



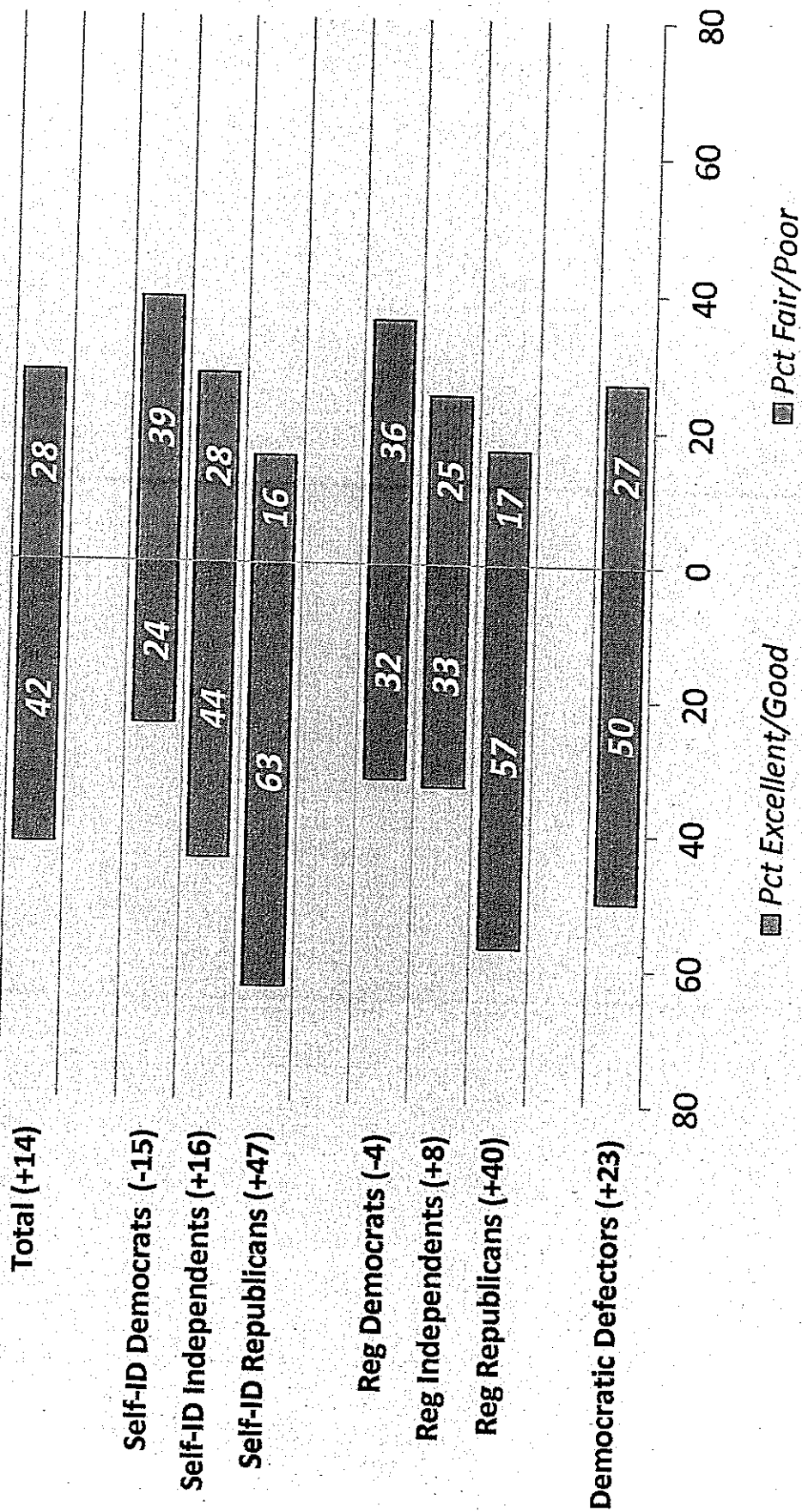
# McCrorry Receives Positive Job Reviews, But At This Early Stage, One Third Of Voters Have Yet To Form An Opinion



Q.8 Please tell me whether Governor Pat McCrorry is doing an excellent, good, just fair, or poor job.



# Opinions Of McCrory Have Yet To Be Fully Formed Among Audiences Across The Partisan Spectrum

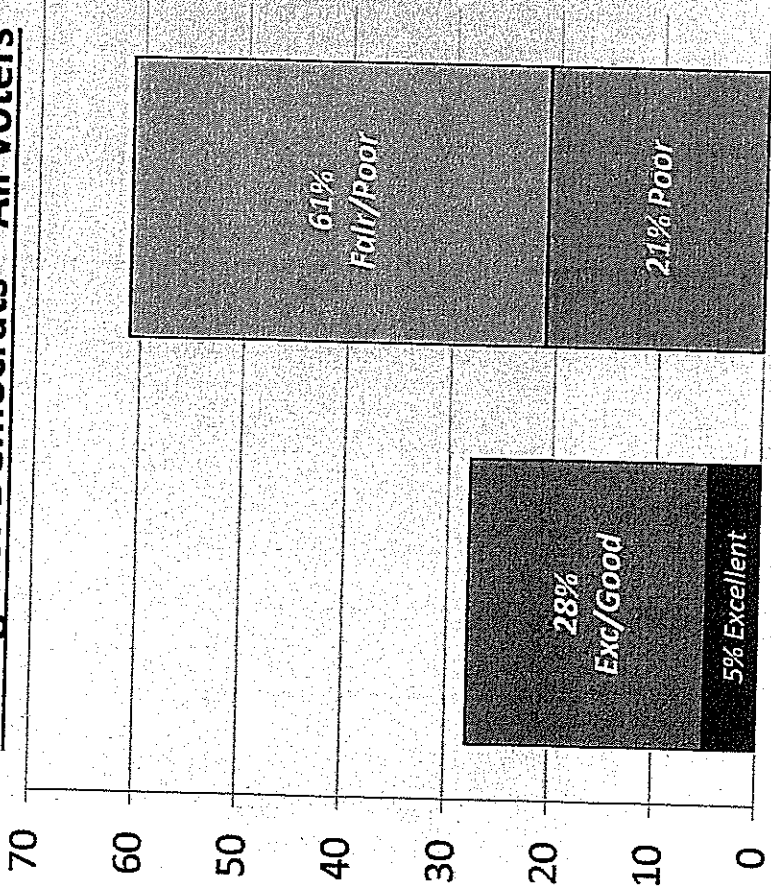


Q.8 Please tell me whether Governor Pat McCrory is doing an excellent, good, just fair, or poor job.



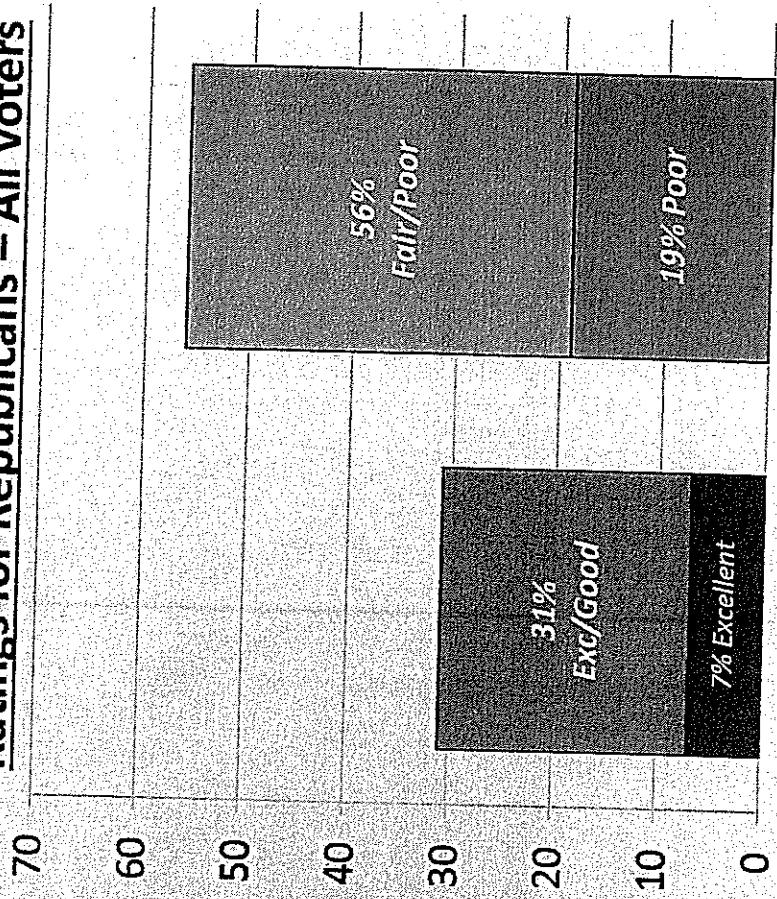
# Democrats and Republicans in the Legislature Receive Abysmal Reviews

Ratings for Democrats – All Voters



Q.9 Please tell me whether Democrats in the state legislature in Raleigh are doing an excellent, good, just fair, or poor job.

Ratings for Republicans – All Voters



Q.10. Please tell me whether Republicans in the state legislature in Raleigh are doing an excellent, good, just fair, or poor job.



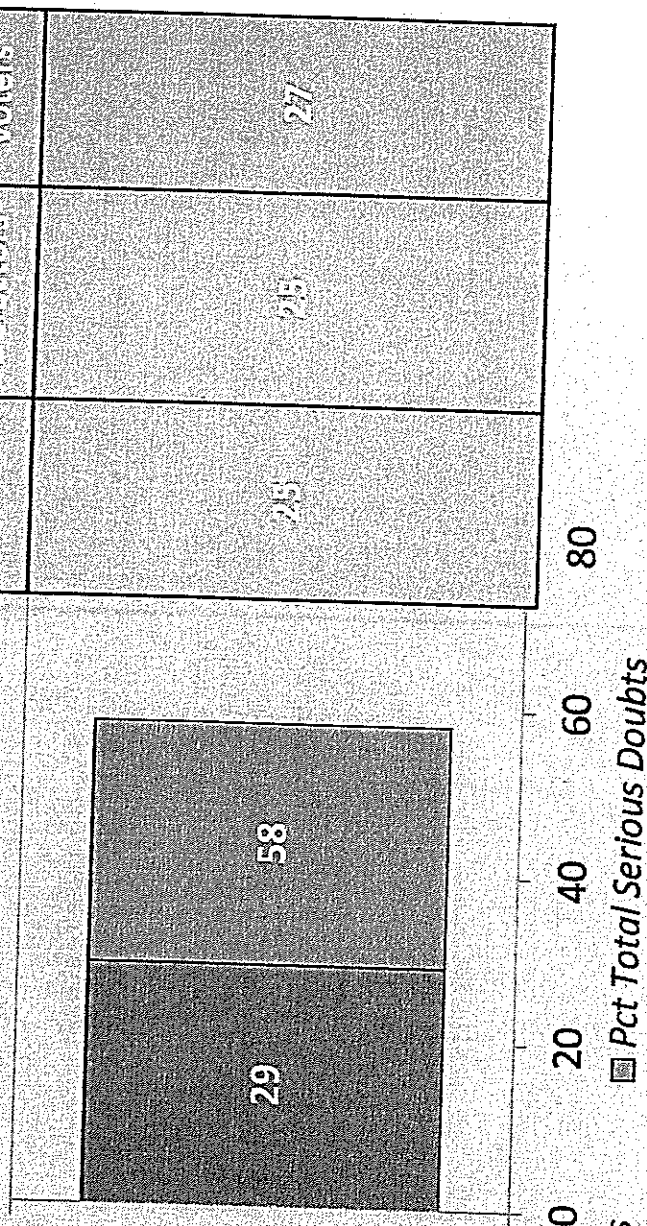


# *Framing McCrory*



# McCrorry's Pay Raises for Bureaucrats At Expense of Those Who Are Trying to Work Hard Is Only Message that Resonates With Swing and 2010 Voters

McCrorry tries to talk about government spending less money, but he gave high-level state government bureaucrats pay raises ranging from five to eleven percent their first day on the job, but at the same time, he wants to cut unemployment benefits for laid-off workers who are actively looking for work.



Very Serious Doubts

Pct Total Serious Doubts

Q.36 Now, let me read you a series of statements that could be used to describe Governor Pat McCrorry. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Pat McCrorry.

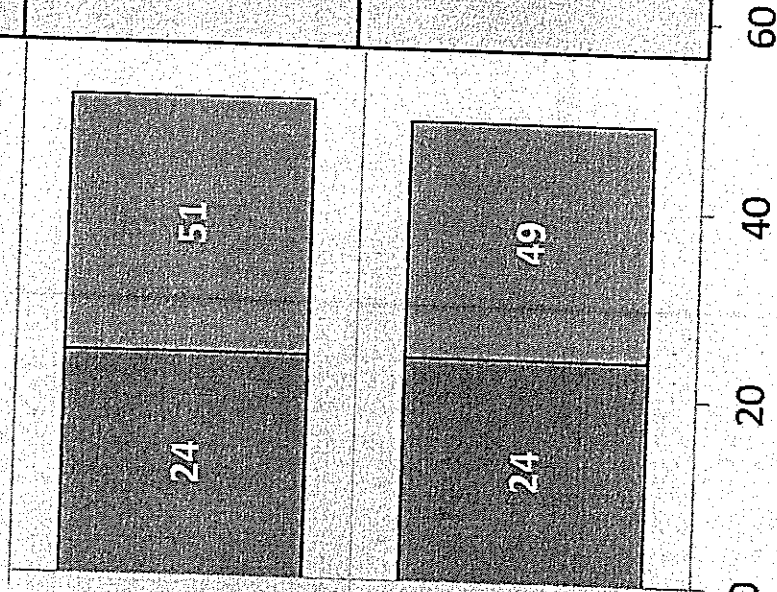


# While Base Voters Are Also Troubled By His Ties To Right-Wing Millionaires And Duke Energy

McCrorry claims he is a moderate who will bring balance to state government, but the fact is, he appointed a right-wing millionaire national political activist as the state's budget director and put someone who doesn't believe in the science behind climate change in charge of the state's Department of Energy and National Resources.

McCrorry worked for Duke Energy for nearly three decades, working there full time while serving as Mayor of Charlotte but refusing to disclose his salary or responsibilities and flying on the company's corporate jet to testify to Congress about a law that would have saved the company \$600 million. Now, McCrorry has appointed three of his former Duke Energy colleagues to high-level positions in state government.

■ Very Serious Doubts ■ Pct Total Serious Doubts



Pct Very Doubts	Pct Total Serious Doubts
24	51
24	49

Q.36 Now, let me read you a series of statements that could be used to describe Governor Pat McCrorry. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Pat McCrorry.



**Project New America**  
**North Carolina Statewide Survey**  
**500 Interviews (650 unweighted interviews)**  
**January 29 - February 2, 2013**

## Table of Contents

Frequency Questionnaire .....	3
Survey Methodology Statement.....	18
Special Measures Document.....	19
Banners (crosstabs) .....	25
Verbatims .....	207

Note - page numbers above refer to the PDF document. Each individual section is paginated separately.

January 29 - February 2, 2013  
 500 Respondents (650 Unweighted)  
 250 Respondents in all split samples

**PROJECT NEW AMERICA NORTH CAROLINA STATEWIDE  
 FREQUENCIES**

Q.4 Many people weren't able to vote in the general election in November 2010. How about you? Were you able to vote, or for some reason were you unable to vote?

	<b>Total</b>
Voted.....	96
Ineligible/not registered/too young/other reason.....	4
Do not vote.....	-
(Can't remember/Don't know/Refused).....	-
(ref: DIDVOTE)	

Q.5 I know it's a long way off, but what are the chances of your voting in the election for U.S. Senate, Congress and other offices in November 2014 -- are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	<b>Total</b>
Almost certain .....	78
Probably.....	18
50-50.....	4
Don't think will vote .....	-
(Don't know/refused).....	-
(ref: WILLVOTE)	



Q.6 (SPLIT A) Thinking about the North Carolina state legislature, what do you expect them to focus on over the next few months or so?

	Total
Jobs/unemployment/economy/jobs/business development .....	34
Education/schools/teachers .....	12
Deficit/financial issues/debt/budget/spending/balance budget.....	12
Taxes/taxation system/tax reform/income tax rate .....	8
Gun control/gun safety .....	4
Governmental issues/regulations .....	3
Republican agenda/right-wing agenda/conservative agenda.....	3
Medicare/Social Security/senior's issues/retirees .....	2
Health care/health insurance .....	2
Illegal immigration/illegal aliens .....	1
Medicaid.....	1
Roads/highways/infrastructure .....	1
Voter ID/voter identification.....	1
Environment/climate change/fracking .....	0
Gas prices.....	0
No gay marriage/don't let gays marry .....	0
Gun rights/no more gun laws .....	0
Safety and security .....	0
Same-sex marriage/support gay marriage .....	0
Human rights.....	0
Other .....	2
None.....	2
Don't know/refused .....	12

(ref:WHATFCS)

Q.7 (SPLIT B) And what specifically would you like the North Carolina state legislature to focus on over the next few months or so?

	Total
Economy/jobs/employment/unemployment/business.....	34
Education/schools/teachers .....	13
Taxes/tax code.....	10
Finances/budget/debt/spending/fiscal responsibility .....	9
Gun control/gun laws .....	4
Health care/health insurances .....	4
Medicare/Social Security/seniors.....	2
Illegal immigration/illegal aliens .....	2
Work together/stop playing politics .....	2
GOP/Republican party.....	2
Keep out federal government/protect individual liberty.....	1
Same sex marriage/rights for same-sex couples.....	1
Roads/highways/infrastructure .....	1
Medicaid.....	1
Obamacare/Affordable Care Act.....	1
Higher education/college/college tuition .....	0
Other .....	4
None.....	1
(Don't know/refused).....	8

(ref:WANTFCS)



Q.8 Now, let me ask you about several political figures and organizations. Please tell me whether (READ NAME) is doing an excellent, good, just fair, or poor job?

	Exc	Good	Just Fair	Poor	(DK/ Ref)	Exc/ Good	Fair/ Poor	Ex/Gd - Fr/Pr
8 Governor Pat McCrory .....	15	27	20	8	30	42	28	14
9 Democrats in the state legislature in Raleigh .....	5	23	40	21	12	28	61	-33
10 Republicans in the state legislature in Raleigh .....	7	24	37	19	12	31	56	-25
11 (SPLIT A) North Carolina public schools.....	6	31	37	17	10	37	54	-17
12 (SPLIT B) The public schools in your area ..... (ref:JOB)	15	39	26	13	8	53	39	14

Q.13 From what you know, in the past few years, has the level of state funding for North Carolina's public schools gone up, gone down, or has it stayed the same?

	Total
Gone up .....	15
Gone down.....	45
Stayed the same .....	26
(Don't know/refused)..... (ref:EDUCFUND)	15

Q.14 Continuing to think about public education, when it comes to K through 12 public education in North Carolina, do you think the state spends too much, too little, or does it spend just the right amount on K through 12 public education?

	Total
Too much .....	13
Too little.....	63
Right amount.....	17
(Don't know/refused)..... (ref:EDFUND2)	7

Q. 15 Now, continuing to think about education in North Carolina, let me read you the impacts of several education proposals currently being considered by the state legislature. For each, please tell me whether this is your biggest concern, a major concern, a concern, or not much of a concern to you.

	Bggst conc	Major conc	Conc	Not much con	(DK/ Ref)	Bggst / Major	Conc /Not much
15 (SPLIT C) With recent cuts to teachers' salaries, North Carolina has fallen and now ranks among the lowest in the nation when it comes to teacher pay, behind states like South Carolina and Alabama, and we will continue to lose even more good teachers to other states.....	28	44	16	11	1	71	27
16 (SPLIT D) With recent cuts to teachers' salaries, North Carolina has fallen and now ranks among the lowest in the nation when it comes to teacher pay, behind states like South Carolina and Alabama, and it will be harder to attract good, high-quality teachers. ....	24	50	15	10	1	74	25
17 The state legislature cut professional development for teachers, and now, teachers no longer have incentives to encourage them to advance their education and learn new skills to become better teachers. ....	15	41	25	18	1	56	43
18 (SPLIT C) The number and kinds of entities that can create charter schools will be increased, giving state tax dollars to out-of-state and foreign corporations to run online, virtual schools that get the same amount of our tax dollars as public schools. ....	15	31	24	26	5	46	50
19 (SPLIT D) The number and kinds of entities that can create charter schools will be increased, giving state tax dollars to out-of-state corporations to run online, virtual schools that get the same amount of our tax dollars as public schools. .... (ref:EDUCPROP)	11	32	30	24	3	43	54

Q.20 The legislature is considering a proposal for online charter schools. Now, let me read you some statements made by supporters and opponents of this plan.

*(OPPONENTS) Opponents of this plan say that it lacks accountability and would allow out-of-state corporations to create online, for-profit virtual charter schools that don't have to provide school buildings, buses, or lunches or face-to-face meetings with teachers but get the same amount of our tax dollars as public schools.*

*(SUPPORTERS) Supporters of this plan say that tens of thousands of North Carolina children are stuck in failing schools that don't work. Expanding online charter schools provides parents with more options and ensures that children receive a competitive education.*

After hearing these statements, do you agree more with supporters or opponents of this plan, even if neither is exactly right?

	<b>Total</b>
Opponents much more .....	33
Opponents somewhat more .....	20
Supporters somewhat more .....	15
Supporters much more .....	14
(Both) .....	1
(Neither) .....	9
(Don't know/refused) .....	8
<b>Total opponents</b> .....	<b>53</b>
<b>Total supporters</b> .....	<b>29</b>
<b>Opponents - supporters</b> .....	<b>24</b>
(ref:CHARTER)	

Q.21 (SPLIT C - ENTIRE BATTERY) Switching gears a bit, in the last year or so, thinking specifically about North Carolina state government policies, have government's economic policies helped each of these groups a lot, a fair amount, just some, very little, or not at all?

	A Lot	Fair Amt	Just Some	Very Little	Not at all	(DK/ ref)	A lot/ Fair	Little /Not at all	Lot/Fr - Lt/Not
21 Hardworking taxpayers .....	7	13	18	37	21	5	20	57	-38
22 Middle-class families.....	8	17	20	35	15	5	25	50	-25
23 Small businesses.....	6	18	17	39	12	8	24	51	-27
24 You and your family.....	6	13	15	34	29	3	19	63	-44
25 Big energy and oil companies.....	37	17	13	12	10	11	54	22	32
26 Big banks.....	36	21	10	10	10	15	56	20	37
27 Big corporations .....	37	21	12	15	5	9	58	20	38
28 The wealthiest North Carolinians .....	29	21	15	12	11	13	49	23	27

(ref:WHO)

Q.29 (SPLIT D - ENTIRE BATTERY) Now, I am going to read you several statements and I want you to tell me whether you agree or disagree with each statement. The first one is...

	Strng Agree	Smwt Agree	Smwt Disag	Strng Disag	(DK/ Ref)	Total Agree	Total Disag	Agree - Disag
29 The rich are getting richer while hardworking taxpayers fall further behind.....	54	16	10	17	3	70	28	42
30 North Carolina taxpayers work hard and shouldn't have to pay more than their fair share while big corporations are making record profits and the wealthy get special tax breaks.....	53	16	12	17	2	70	29	41
31 Eliminating regulations and reforming North Carolina's tax system will boost economic growth and create new jobs.....	38	33	12	11	6	71	23	48
32 Cutting funding for public education is wrong because it hurts our children's ability to succeed and compete for the jobs of the future.....	59	19	12	8	2	79	19	59
33 North Carolina is falling behind other states when it comes to public education.....	52	26	8	7	7	78	15	63
34 It's time to start developing and using more clean, renewable energies instead of dirty fuels that are polluting our air, drinking water, and beaches.....	53	24	10	11	2	77	22	55
35 North Carolina should use its authority to expand Medicaid to hardworking families and to set up online insurance markets for consumers, because it won't cost the state anything, helps families with the cost of health care, and creates accountability by eliminating waste, fraud, and abuse in the system..... (ref:AGDISAG)	41	30	12	12	5	71	24	46

Q.36 Now let me read you a series of statements that could be used to describe Governor Pat McCrory. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about Pat McCrory.

	Very Ser Dbts	Ser Dbts	Minor Dbts	No Real Dbts	DK/ Ref	Total Ser	Total Not Ser
36 McCrory has promised to clean up state government, but he appointed his multi-millionaire campaign contributors to high-level government positions, paying them with our tax dollars, and is giving special access to the wealthy and special interests who bankrolled his campaign. ....	25	29	17	24	6	54	41
37 McCrory is allowing big special interests, like energy and oil companies, to regulate themselves, rather than making sure our air, water, and beaches stay clean and safe for our children and grandchildren. ....	22	30	21	21	6	52	42
38 McCrory likes to talk about government spending less money, but he gave high-level state government bureaucrats pay raises ranging from five to eleven percent their first day on the job, but at the same time, he wants to cut unemployment benefits for laid-off workers who are actively looking for work. ....	29	29	17	20	6	58	36
39 McCrory worked for Duke Energy for nearly three decades, working there full time while serving as Mayor of Charlotte but refusing to disclose his salary or responsibilities and flying on the company's corporate jet to testify to Congress about a law that would have saved the company six hundred million dollars. Now, McCrory has appointed three of his former Duke Energy colleagues to high-level positions in state government. ....	24	25	19	27	5	49	46
40 McCrory claims he is a moderate who will bring balance to state government, but the fact is, he appointed a right-wing millionaire national political activist as the state's budget director and put someone who doesn't believe in the science behind climate change in charge of the state's Department of Energy and Natural Resources. .... (ref:MCCRO)	24	27	17	25	7	51	42

Q.41 Switching gears to taxes...I am going to read you some specific proposals that may be part of a plan to change state tax law. For each proposal, please tell me whether you favor or oppose it. The first/next proposal is...

	Strng Favr	Smwt Favr	Smwt Opp	Strng Opp	Und	(DK/ Ref)	Total Favr	Total Opp	Favr - Opp
41 Reduce the state income tax for individuals and families and replace the revenue by increasing the sales tax as well as expanding it to additional goods and services.....	22	26	18	29	3	2	48	47	1
42 Reduce the state income tax for businesses and corporations and replace the revenue by increasing the sales tax and expanding it to additional goods and services.....	15	18	20	44	2	2	33	64	-31
43 Create a flat state income tax rate so that everyone pays the same percentage of income taxes .....	40	16	11	28	2	2	56	39	17
44 Reduce the state income tax and eliminate deductions for things like mortgage interest, property taxes, and charitable contributions .....	19	19	19	38	3	2	38	57	-19



Q.45 Now, let me read you a series of statements made by opponents of these plans to change state tax law. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts, or no real doubts about these plans to change state tax law.

	Very Ser Dbts	Ser Dbts	Minor Dbts	No Real Dbts	DK/ Ref	Total Ser	Total Not Ser
45 (SPLIT A) These plans are Robin Hood in reverse -- they take from the poor and give to the rich. These plans increase the state sales tax while cutting personal and corporate income tax rates. This means that hardworking taxpayers will have to pay more in taxes overall, while wealthy individuals and businesses will pay less. ....	35	34	12	15	3	70	27
46 (SPLIT B) These plans are regressive -- they take from the poor and give to the rich. These plans increase the state sales tax while cutting personal and corporate income tax rates. This means that hardworking taxpayers will have to pay more in taxes overall, while wealthy individuals and businesses will pay less. ....	36	32	9	18	4	68	28
47 Increasing and expanding the sales tax means that North Carolinians will buy less and spend their money in other states, making us less competitive and preventing new businesses from locating here and creating jobs. ....	27	30	22	19	2	56	41
48 Reducing the corporate income tax means that out-of-state and foreign corporations, including those in China, will get a tax break at the expense of hardworking taxpayers. ....	34	34	14	14	4	68	28
49 Increasing and expanding the sales tax means that things like groceries and prescription drugs will now be taxed at a higher rate. In fact, a family that spends one hundred dollars per week on groceries will end up paying three hundred and twelve dollars more each year in sales taxes than they do now. ....	35	31	16	15	3	66	31
50 Eliminating deductions for interest paid on mortgages and property taxes will make it even harder for families to own homes in North Carolina. ....	30	37	16	14	3	67	30
51 Increasing and expanding the sales tax means that things like car repairs, doctor visits, health care, and other professional services will no longer be exempt from taxes, meaning North Carolina taxpayers will be forced to pay more out of their own pockets. ....	35	34	15	13	3	69	27

	Very Ser Dbts	Ser Dbts	Minor Dbts	No Real Dbts	DK/ Ref	Total Ser	Total Not Ser
52 Eliminating deductions means getting rid of the homestead tax exemption and the long-term care insurance credit, forcing seniors on fixed incomes to pay higher taxes. ....	36	34	16	11	3	70	27
53 Increasing and expanding the sales tax means that in slow economic times, the state's revenue will drop drastically, forcing more massive cuts to education and putting North Carolina's role as a national leader on education at risk. ....	29	34	19	14	3	64	33
54 Reducing the corporate income tax rate would give big health insurance companies a tax cut while families would be forced to pay more in taxes for health care services. .... (ref:TAXOPP)	36	33	14	13	3	70	27

Q.55 Now, I want to ask you about something different. Which of the following statements comes closer to your own view on the issue of abortion:

*A woman should be allowed to end a pregnancy based on her own personal values and her doctor's advice*

*A woman should be allowed to end a pregnancy in many circumstances, though the government should place heavy restrictions on what is allowed*

*A woman should be allowed to end a pregnancy only in the most extreme cases, such as to protect the health of the woman or in cases of rape or incest*

*It should not be legal for a woman to end a pregnancy*

	Total
Allowed based on personal values/doctor's advice .....	40
Allowed in many circumstances.....	9
Allowed only in most extreme cases.....	33
Not be legal.....	14
(Don't know/refused).....	5
(ref:ABOR)	

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

Q.56 Generally speaking, do you think of yourself as a Republican, a Democrat or what?

	<b>Total</b>
Strong Democrat.....	26
Weak Democrat.....	11
Independent-lean Democrat.....	8
Independent.....	10
Independent-lean Republican.....	13
Weak Republican.....	10
Strong Republican.....	21
(Don't know/Refused).....	2
<b>Total Democrat.....</b>	<b>37</b>
<b>Independent.....</b>	<b>31</b>
<b>Republican.....</b>	<b>31</b>
(ref:PTYID1)	

Q.59 Thinking in political terms, would you say that you are Liberal, Moderate, or Conservative?

	<b>Total</b>
Liberal.....	18
Moderate.....	35
Conservative.....	41
(Don't know/refused).....	6
(ref:IDEO1)	

Q.60 In what year were you born?

	<b>Total</b>
18 - 24.....	9
25 - 29.....	7
30 - 34.....	6
35 - 39.....	8
40 - 44.....	9
45 - 49.....	10
50 - 54.....	8
55 - 59.....	9
60 - 64.....	10
Over 64.....	21
(No answer).....	3
<b>18 - 49.....</b>	<b>49</b>
<b>50 and over.....</b>	<b>48</b>
(ref:AGE)	

Q.61 What is the last year of schooling that you have completed?

	<b>Total</b>
1 - 11th grade.....	4
High School graduate .....	19
Non-college post H.S.....	1
Some college .....	24
College graduate.....	33
Post-graduate school.....	16
(Don't know/refused).....	3
<b>H.S. or less .....</b>	<b>23</b>
<b>Post H.S.....</b>	<b>25</b>
<b>College graduate.....</b>	<b>49</b>
(ref:EDUC)	

Q.62 And how long have you lived in North Carolina?

	<b>Total</b>
Less than 5 years.....	12
5-9 years .....	8
10-14 years .....	7
15-19 years .....	8
20 or more years.....	63
Refused.....	4
(ref:RESLENGT)	

Q.63 How often do you attend services at a church, synagogue or other place of worship?

	<b>Total</b>
Never.....	14
Once a year.....	4
A few times a year.....	17
Once a month.....	6
About twice a month .....	9
Once a week.....	29
More than once a week.....	15
(Don't know/refused).....	6
(ref:RELIGATN)	

Q.64 Are you currently married, unmarried but living with a partner, single and never married, separated, widowed or divorced?

	<b>Total</b>
Married.....	61
Unmarried, living with partner .....	5
Single .....	16
Separated .....	1
Widowed .....	7
Divorced.....	6
(Other).....	0
(Don't know/refused).....	4
(ref:MARIT2)	

Q.65 Are you a member of a labor union or a teacher's association? [IF NO] Is any member of your household a union member or member of a teacher's association?

	Total
Yes: Respondent belongs.....	9
Household member.....	4
No member belongs.....	83
(Don't know/refused).....	4
(ref:UNION)	

[460 respondents]

Party Registration from voter file.

	Total
Democrat.....	43
Independent.....	22
Republican.....	35
(ref:REGIS)	

Race.

	Total
White.....	74
Black.....	22
Hispanic.....	3
Asian/Pacific Islander.....	1
Other.....	1
Unknown.....	-
Blank.....	-
(ref:CODERACE)	

Q.3 Sex of respondent

	Total
Male.....	47
Female.....	53
(ref:GENDER)	

[460 respondents]

Line type

	Total
Landline.....	70
Wireless.....	30
(ref:LINETYPE)	

**SURVEY METHODOLOGY**

Myers Research | Strategic Services, LLC designed and administered this blended methodology telephone/online survey conducted by professional interviewers. The survey reached 650 adults, 18 years or older, who indicated that they either voted or were too young or ineligible to vote in the 2010 election, and indicated that they were almost certain to, would probably, or the chances were 50-50 that they would vote in the election for U.S. Senate, Congress and other offices in November 2014. The survey was conducted January 29-February 2, 2013.

Telephone numbers were generated by a random selection of both voters with and without phone numbers from the voter file. Thirty percent of telephone respondents were reached on wireless phones. The sample was stratified by county. Quotas were assigned to reflect the expected contribution of these areas to the total vote in the general election. The data were weighted by geography, age, party registration and education to ensure an accurate reflection of the population. The sample size with these weights applied is 500. The telephone base sample was augmented by an online oversample of 150 voters under the age of 30. This oversample was weighted into the base.

In interpreting survey results, all sample surveys are subject to possible sampling error: that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if a response to a given question to which all respondents answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 4.4% of this percentage or between 45.6% and 54.4%. The table below represents the estimated sampling error for different percentage distributions of responses.

Sampling Error By Percentage  
 (at 95 in 100 confidence level)

**PERCENTAGES NEAR**

<b>SAMPLE SIZE</b>	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
<b>500</b>	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
<b>400</b>	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
<b>350</b>	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
<b>300</b>	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
<b>200</b>	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2

Good evening North Carolina, I am House Democratic Minority Leader Larry Hall and I want to speak with you tonight about our ideas to move North Carolina forward.

In our political system we campaign for the positions of leadership, but after the elections are over we have to work for the greater good of all North Carolinians. Once elected that is the sworn duty of us all, to put Party aside and work together.

Our No. 1 priority is getting people back to work so that they can support themselves and their families. The key to building a sustainable economy is growing a healthy and vibrant middle class in North Carolina.

Democrats believe we must create jobs by building a robust and diverse economy throughout our state. To do that we must find new and innovative ways to support small businesses. We need to expand worker training programs to help workers who have lost their jobs retrain and find employment in the new economy.

Gov. McCrory continues to push for tax reform. We cannot support any tax reform plan that doesn't pass a simple fairness test. Gov. McCrory's plan would expand the sales tax to include more services like haircuts, home maintenance and doctors' visits while cutting income taxes for the wealthiest individuals and big corporations. This means that hardworking taxpayers will have to pay more in taxes overall, while millionaires and big corporations pay less. I will not support any tax



reform plan that balances huge cuts for billion-dollar corporations on the backs of middle class families.

Gov. McCrory campaigned on the need to reform public education. We agree it is vital that we retool and improve our public education system. We must, however, make sure that reform is not just a code word for continuing to cut more and more from our schools. Cutting funding for public education is wrong because it hurts our children's ability to succeed and compete for the jobs of the future.

In recent years Republicans have slashed teachers and increased class sizes. They have continually asked our teachers to do more with less. It's time to end this cycle, it's time to invest in our schools and our future by giving teachers the tools and resources they need to help our students succeed. We should treat our teachers like professionals and our students like our future.

Gov. McCrory supports bringing online charter schools to North Carolina. His plan lacks accountability and would allow out-of-state corporations to create online, for-profit virtual charter schools. These schools wouldn't have to provide school buildings, buses, lunches or face to face meetings between parents and teachers. Yet at the end of the day, they would receive the same amount of our tax dollars as our public schools. This is wrong. Democrats believe we must have more accountability and that we should keep North Carolina's education in the hands of North Carolinians.

For decades, North Carolina has been a leader in higher education. We built a world-class university system and a community college system that is second to none. Today's students, however, are faced with rising tuition costs and decreased financial aid. This current trend threatens middle class access to our colleges and universities. We call on Gov. McCrory to reverse this trend and make increasing middle class access to higher education a priority in his first budget.

We believe our state must give North Carolinians the government they deserve -- an open and honest government that is accountable and respects the rights of all its citizens. We need to increase oversight and promote accountability in state government to ensure taxpayer money is spent wisely and efficiently. We need to reform ethics laws to ensure our government is accountable to the people and not to special interests. And we need to protect the right of all North Carolinians to participate in electing their leaders.

Our Democratic philosophy is this -- everyone who pays their fair share, works hard and plays by the rules should have a fair shot at success. In the coming weeks and months, my Democratic colleagues and I will introduce legislation to accomplish the goals and uphold the values I have outlined tonight.

We stand ready to work with the Republican leadership to move North Carolina forward.

Thank you and may God Bless you and all North Carolinians.