

**TO:** Interested Parties

**FR:** Lincoln Park Strategies

**RE:** North Carolina's 7<sup>th</sup> Congressional District Survey Results

**DATE:** August 25, 2018

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In a district where President Trump won by 18 percentage points just two years ago, Democratic candidate Dr. Kyle Horton is in a strong position to unseat the current Republican Congressman, David Rouzer. Our recent survey of likely 2018 voters<sup>1</sup> finds that the dynamics of this district have shifted dramatically since 2016 and Dr. Horton enters the final two months of the election in an incredibly strong position to win on November 6<sup>th</sup>.

Even though Dr. Horton is a first-time candidate and is not as well-known across the district as Rouzer, voters in North Carolina's 7<sup>th</sup> district are clearly looking for a change from business as usual. Indeed, in the initial horse race, Dr. Horton leads her opponent 40% to 38% with three percent of voters putting their support behind Constitution Party candidate David Fallin, and 19% undecided at this time. When voters who lean in one direction are added into the mix, Dr. Horton's lead expands to four points (44% to 40%).

Currently, Dr. Horton and her opponent receive similar levels of support from partisan voters. Seventy-five (75) percent of Democrats are supporting their party's nominee as are 77% of Republicans. As is usually the case, non-partisan voters are the key to this election and they are currently split evenly between the two candidates, with just over one-quarter (26%) undecided. In a district where half of voters have a favorable opinion of the Democratic Governor (30% hold a negative view) and 48% of voters view the President favorably (50% unfavorably), this is a district that is less partisan in nature than many in the state.

Voters in the 7<sup>th</sup> Congressional District are tired of the way things are going in Washington and want someone in Congress who truly represents them and addresses their concerns. Congressman Rouzer is the personification of these frustrations. Voters in this district have dealt with a lot in the last few years, from hurricane damage to the revelation that a chemical called Gen X has been regularly dumped into the Cape Fear river for years. Voters are looking for a change, and Dr. Horton has the background and experience voters are looking for in their next member of Congress.

We have no doubt that if she has the funding she needs to have the ability to communicate with voters and share her vision for the district and the state moving forward, Dr. Kyle Horton has an excellent and unique opportunity to become the next representative of North Carolina's 7<sup>th</sup> District.

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<sup>1</sup> 500 interviews among likely voters in North Carolina's 7<sup>th</sup> congressional district were conducted from August 18-22, 2018 using both landline and cell phone numbers and the results were weighted to ensure proportional responses. The margin of error is  $\pm 4.4$  percent at the 95% confidence level.